

Augusta Regional



2009

AUGUSTA DRAGON BOAT FESTIVAL
CORPORATE SPONSORSHIP
OPPORTUNITIES

*Promoting the Sport of Dragon Boat Racing with
Proceeds Benefiting the*
Augusta Alzheimer's Association



Vision

The **Augusta Regional Dragon Boat Association™** (ARDBA) will be recognized as the premier organization celebrating and promoting the sport of dragon boat racing as an activity to not only promote the health and well being of our community but to build bridges of awareness, knowledge, understanding, and diverse community participation.

Mission

The **Augusta Regional Dragon Boat Association** (ARDBA) offers a sport to the Augusta Region that is not just a spectator sport but one where active participation is available to all people regardless of age, sex, or income. The ARDBA supports the work of an important regional non-profit organization (the Augusta Alzheimer's Association) by raising funds through a community-focused festival that welcomes outdoor enthusiasts, families, and paddlers from throughout the Augusta region and across the southeast.

Values

- **Community Pride and Ownership** - The ARDBA is community-driven, taking direction and guidance from the needs of the people of the Augusta Region.
- **Collaboration** - The ARDBA seeks to foster understanding and cooperation among all communities and the general public.
- **Business and Community Development** - The ARDBA helps promote and strengthen community businesses and community organizations.
- **Leadership and Team Building** - The ARDBA provides opportunities for athletic competition, leadership development and team building.
- **Creative and Innovative Programming** - The ARDBA strives to present fresh, fun family-oriented events and programs with special emphasis on the health, fitness and youth expression supporting healthy and vital Augusta region communities.

Our Founders

Bruce Flechter – President & CEO

Recently retired as President of Advertising Company of American and Vice President of First National Bank of America, Mr. Flechter has been actively involved in many outdoor boating sports and activities. He is currently the Board Chair of the Augusta Alzheimer's Association and Treasurer of the Georgia Chapter of the Alzheimer's Association in Atlanta. A local resident of Augusta and graduate of Leadership Augusta, Mr. Flechter participates and supports many local organizations and charities.

Ralph Stewart – Vice President

With a degree in chemistry, Mr. Stewart worked as systems engineer in electronic ceramics for 25 years in Texas, NC and SC. He was a consultant for Polish and Chinese passive electronic component manufacturers and operated an industrial coatings business in Myrtle Beach, SC. Mr. Stewart is currently technical director and co-owner of Agrarian Technologies, a Florida based company manufacturing specialty coatings for the groundcover landscape industry. He is a member of the Augusta West Rotary Club and recently named to the Augusta Alzheimer's Association Board of Directors. His connection to those involved in Dragon Boating in Vancouver, British Columbia was the impetus for the formation of the Augusta Regional Dragon Boat Association.

Judy Amerson – Secretary/Treasurer

With a Bachelors Degree from University of Georgia and an MBA from Augusta State, Ms. Amerson was both senior accountant and project accountant for Fluor Daniel in Augusta for 14 years. Most recently Ms. Amerson was the senior accountant for BluWood AGC, LLC in Augusta. She has a strong interest in community events and the support of local charities.

About The Charity We Support

The **Augusta Alzheimer's Association** (East Central Region, Georgia Chapter) is in its 25th year of providing programs and services to Alzheimer's patients and their caregivers throughout a 17 county region with current focus on the Augusta region. Their staff and volunteers have served over 2,000 patients and caregivers in the past year in the Augusta area.

Alzheimer's is a progressive and fatal brain disease. As many as 5 million Americans are living with Alzheimer's disease...nearly 12,000 in the Augusta region and 200,000 in Georgia! Alzheimer's destroys brain cells, causing problems with memory, thinking and behavior severe enough to affect work, lifelong hobbies or social life. Alzheimer's gets worse over time, and it is fatal. Today it is the sixth-leading cause of death in the United States and is increasing at an alarming rate. **One out of every 8 of your employees is currently impacted by Alzheimer's through a family member or friend.**

The local regional office of the Alzheimer's Association provides:

24 hour helpline, care counseling, educational conferences, lending library, respite care reimbursement, medic alert/ safe return program, memory screenings, a caring closet of care supplies, participation in health fares, 15 support groups, referral services, and volunteer opportunities.

The History of Dragon Boat Racing

The Past

The origin of Dragon Boat Racing dates back almost 2000 years to the Chinese legend of Qu Yuan, a 4th Century statesman poet and advisor to the head of state. Qu Yuan, was exiled from the ancient state of Chu after his advice to the king was misinterpreted as an attempt to assume greater political power. Qu Yuan was banished to a remote area in the Hunan Province in Southern China. The dishonor of being exiled was a heavy burden on his shoulders and under the weight of his sorrow, Qu Yuan threw himself into the torrents of the Milou River. In an attempt to save him, local fisherman raced out onto the water to save the drowning Qu. The fisherman wildly beat their drums and splashed the water with their paddles in an attempt to prevent water dragons and fish from eating his body.

The modern Dragon Boat Race is based upon the re-enactment of the race to save Qu from the water's terrors. Over time, village fishing boats, put out each year in the symbolic search for Qu Yuan's body, began to take part in races which evolved into dragon boat racing's present form.

The Present

Today, dragon boat racing is one of the fastest growing athletic events in the world. The World Championships of Dragon Boat Racing, have been held annually in Hong Kong since 1976. In 1991, the International Dragon Boat Federation (IDBF) was formed in response to the explosive growth of the sport. Based in Hong Kong, the IDBF boasts over 100 member organizations in over 40 countries. Since 1995, World Championship events have been awarded to Canada, China, New Zealand, England, Australia and the United States. A Commission was developed to oversee the standardization of equipment, rules and regulations.

Within a relatively short period of time, backed by a strong canoeing background, North America has emerged as an international dragon boat racing powerhouse, shaking the foundation of a sport which has historically been dominated by Asian countries.

What's most exciting is the growth of the sport at the grassroots level. Dragon Boat Racing is great fun for anyone, young or old. Participants of any level of fitness can quickly adapt to and develop a passion for this sport. Although most international crews are either all male or female, national and regional events attract primarily mixed teams from corporations, public service groups and clubs sponsored by small businesses and high schools.

Vancouver played host to the first ever World Cup of Dragon Boat Racing and in 1998 the International Dragon Boat Federation (IDBF) hosted a competition as a prelude to the Commonwealth Games in Penang, Malaysia. The IDBF, headquartered in London, England, hopes this step will lead to the eventual inclusion of dragon boat racing as a demonstration sport in future Olympic Games.

What Is Dragon Boat Racing?

There's no experience necessary to be on a crew of a dragon boat and no particular level of fitness is required!

Dragon boat racing combines brightly colored boats adorned with dragon heads, large crews of men and women paddling over a 250 meter course in the lowest time possible (generally 1 ½ to 2 minutes), a drummer pounding out a loud beat for each boat, water spraying everywhere from all of the paddles, and a screaming crowd cheering on their favorite boats. It's loud, exciting, and fun!

The crew, made up of 20 paddlers paced by a drummer at the bow and guided by a steersperson at the stern, combine power and rhythm to achieve maximum acceleration and speed over the course. A perfectly synchronized team is not only visually spectacular but almost always defeats a stronger, less coordinated competitor. The race stroke averages between 90 and 100 strokes per minute with the drummer beating the cadence.

Coaching and practice sessions are available to teams the few days before the festival as well as to those that choose to join the ARDBA as a member. (Members have use of a practice boat year around.) While some teams are well-oiled machines, most are not! The goal is to have a good time and raise money for the Alzheimer's Association.

The Event

Although there will be small dragon boat events taking place throughout the year, the **Annual Augusta Dragon Boat Festival** takes place in the spring at Lake Olmstead in Augusta with fun, food, and activities for the entire family along the shore. Typical first year attendance at the festival is between 4,000 – 8,000 participants and spectators. Preceding the actual races, participants take part in the ancient ritual of "Awakening the Dragon." An eye-dotting ceremony awakens the dragon and brings out its fire, which gives the boats and their crews the strength of the dragon.

Each team is provided a tent that they can decorate however they like with signs and decorations promoting their team. A prize is given to the tent with the best decorations and team spirit.

Additionally, tents are provided to sponsors according to their sponsorship level. The tents can be used for employees enjoyment or to offer information and promotion of the specific company. Companies are encouraged to decorate their tent in a festive atmosphere as they wish.

The race event consists of dragon boat teams racing in "heats" made up of categories of participants. ie; men, women, seniors, mixed groups, youth etc. Each team competes in multiple races with the winner of each "heat" competing for the division championship. Trophies or medals are presented to the winners.

Jumping stations, face painting and other activities for the kids...food vendors, music and dancing for the adults...provide fun and entertainment for the entire family. As an all-day event, you can be assured that it will be the premier family event of the year for Augusta!

How Teams are Formed

Teams made up of 22-25 members (although only 20 paddlers and 1 drummer are needed, alternates are used to trade off between races). Teams are formed through business organizations, community organizations, high school teams, college teams, athletic organizations, families and friends and are encouraged to create a unique team name. **The ARDBA provides an economical way for teams to have their own shirts made for the festival with their team name on the back.**

Although not a requirement, team members are encouraged to join the Augusta Regional Dragon Boat Association through a small annual membership fee. Membership provides additional activities, events, boat practice sessions, discounts, products, and camaraderie.

Teams are required to pay a registration fee ranging from \$750 - \$800 in order to participate in the annual Dragon Boat Festival. The registration fee may be paid by the members of the team or by the company or organization sponsoring them.

To promote the spirit of giving and to support the local charity, each team member is asked to raise an additional \$100 to be donated to the Augusta Alzheimer's Association. They can raise this money in any way they feel comfortable. *Individuals unable to raise the \$100 donation will be asked to commit to volunteer hours for Alzheimer's Association.*

What The Team Registration Fee Provides

- One (1) evening or Saturday classroom session teaching the fundamentals of dragon boat paddling and racing including rules, regulations, race etiquette, and the way the races are organized.
- Two (2) evening or Saturday "on the water" coaching sessions prior to the event (1-2 hours each) with paddles and life jackets provided.
- An opportunity to rent the ARDBA boat, paddles, and life jackets for additional training or practice.
- An opportunity to purchase team shirts at a discount.
- Participation by all team members in a minimum of two race "heats" with paddles and life jackets provided. Winners of the race "heats" will race in a third race for the division title.
- A 10'x10' tent for team use during the festival.
- Medals and/or trophies for the winners.
- An opportunity to become a registered member of the ARDBA.

The Benefits Of Participating In Dragon Boat Racing

Dragon boat racing, the ultimate team sport, is growing exponentially in corporate and community centers worldwide. With a current annual growth rate of 30 to 40%, it offers unlimited potential for corporate team building and promotion.

It provides:

- Health & fitness
- Team building
- Community involvement
- Fun for the entire family!



An Opportunity to Become a Registered Member of the ARDBA

Although not required, corporate team members who would like to participate in the sport of Dragon Boating throughout the year may wish to consider becoming a registered member of the Augusta Regional Dragon Boat Association. For a small annual fee, members receive the following individual benefits:

- ✓ Participation in Dragon Boat activities throughout the year.
- ✓ Free strength training session with a personal trainer.
- ✓ Free annual ARDBA shirt & decal.
- ✓ 20% Discount on use of ARDBA dragon boat for practice.
- ✓ Discounts on Dragon Boat merchandise. (paddles, life vests, hats etc.)
- ✓ Access to special “Members Only” area of the ARDBA website.
- ✓ Access to additional “indoor” training and coaching.
- ✓ Interaction with other ARDBA members throughout the Augusta region.

Those team members wishing to join the ARDBA should call the ARDBA office at 866-554-1116 for more information.

Corporate Sponsorship Categories

Why Be A Corporate Sponsor?

- ✓ **Untapped and uncluttered sport marketing opportunity**
- ✓ **Extremely high on the "fun, fitness and friendship" scale**
- ✓ **An opportunity to show the community that you support an important local charity**
- ✓ **Personal satisfaction plus team development**
- ✓ **Receive value-added benefits: create brand excitement, engage audiences, and generate revenue**
- ✓ **Launch, promote, sample or sell your product or service to thousands of qualified buyers in a unique and captive environment**
- ✓ **Access to thousands of race participants and spectators**

PRESENTING Sponsor Donation \$10,000

- Exclusivity in the line of the business.
- Logo and mention in TV, radio, and print media plus on the event website.
- Appearance on local radio show with event organizers.
- Three teams (25 persons each) to compete in the dragon boat races.
- 10'x20' Branded Hospitality tent on shore to entertain participants, employees, & guests.
- Catered lunch for up to 25 guests in your tent.
- 20 "Event" t-shirts to give to non-participant guests.
- Prominent acknowledgement & logo on event promotional materials.
- Full-page advertisement in the event souvenir program.
- Photo session with official photographer, with up to 25 souvenir photos provided.
- "Guest of Honor" for the Eye-Dotting Ceremony.
- Right to identify your team with branded t-shirts, hats, etc. creating a "paddling billboard" effect.
- Right to distribute corporate memorabilia to participants and spectators.
- Right to place up to **four** banners in event area plus a banner on the side Dragon boat. (Banners/Flags can be purchased from ARDBA)
- Passes to VIP area.
- First right to be a Presenting Sponsor in following years.

Platinum Sponsor Donation \$7,500

- Exclusivity in the line of the business.
- Two teams (25 persons each) to compete in the dragon boat races..
- 10'x20' Branded Hospitality tent on shore to entertain participants, employees, & guests.
- Prominent acknowledgement & logo on event promotional materials & on event website.
- Full-page advertisement in the event souvenir program.
- Photo session with official photographer, with up to 25 souvenir photos provided.
- Right to identify your team with branded t-shirts, hats, etc. creating a "paddling billboard" effect.
- Right to distribute corporate memorabilia to participants and spectators.
- Right to place up to **three** banners in event area. (Banners/Flags can be purchased from ARDBA)
- Passes to VIP area.

GOLD Sponsor Donation \$5,000

- Two teams (25 persons each) to compete in the dragon boat races..
- 10'x10' Branded Hospitality tent on shore to entertain participants, employees, & guests.
- Prominent acknowledgement & logo on event promotional materials.
- ½ page advertisement in the event souvenir program.
- Right to identify your team with branded t-shirts, hats, etc. creating a "paddling billboard" effect.
- Right to distribute corporate memorabilia to participants and spectators.
- Right to place up to **two** banners along shore. (Banners/flags can be purchased from ARDBA.)
- Passes to VIP area.

Silver Sponsor Donation \$2,500

- One team (25 people) to compete in the dragon boat races..
- Prominent acknowledgement & logo on event promotional materials.
- Half-page advertisement in the event souvenir program
- Right to identify your team with branded t-shirts, hats, etc. creating a "paddling billboard" effect.
- Right to distribute corporate memorabilia to participants and spectators.
- Right to place **one** banner along shore. (Banners/Flags can be purchased from ARDBA)

TEAM Sponsor Donation \$1,500

- One team (25 people) to compete in the dragon boat races.
- 10x10 tent for team and sponsor use.
- Right to identify your team with branded t-shirts, hats, etc. creating a "paddling billboard" effect.
- Logo acknowledgement in the event souvenir program.



Corporate Sponsorship Application

Company Name: _____

Contact Name: _____

Address: _____

City _____ State _____ Zip Code _____

Phone Number _____ Fax Number _____

Email Address _____

We agree to sponsor the 2009 Augusta Regional Dragon Boat Festival:

- Presenting Sponsor:
 \$10,000
- Other Sponsorship Levels
 \$7,500 Platinum Sponsor \$2,500 Silver Sponsor
 \$5,000 Gold Sponsor \$1,500 Team Sponsor
- My company is not interested in becoming a sponsor, but would like to support the Alzheimer's Assn. Included is a \$_____ contribution to the Augusta Alzheimer's Association.

As a sponsor of the 2009 Augusta Regional Dragon Boat Festival, I am entitled to the publicity described in the attached 2009 Augusta Regional Dragon Boat Festival Sponsorship levels. In return, I agree to the following:

1. The event will be referred to as the **2009 Augusta Dragon Boat Festival**. The Augusta Regional Dragon Boat Association will be the sole proprietor of the event and will be presented along with any Presenting or other level sponsor(s).
2. The specific sponsorship opportunities are as stated in the levels attached. Any other ideas or suggestions for promotion require advance written approval of the Augusta Regional Dragon Boat Association.
3. Sponsor gives permission for the enclosed attached artwork to be used in publicity and promotional materials described in the Augusta Regional Dragon Boat Festival Sponsorship Levels.

4. The Augusta Regional Dragon Boat Association will obtain sponsor's consent prior to any additional use of company name and/or logo.
5. The Augusta Regional Dragon Boat Festival and Augusta Regional Dragon Boat Association brandmark are trademarks of the organization. Any use of these brandmarks must be approved by the Augusta Regional Dragon Boat Association.
6. Sponsor will not hold the Augusta Regional Dragon Boat Association liable for any errors in publication or print in regards to the sponsors logo or information.

_____ (Company Name as you would like it to appear in all publicity) agrees to sponsor the **2009 Augusta Dragon Boat Festival** at the above stated level by contributing \$ _____.

Enclosed is our sponsorship check Invoice our company

Signature _____ Date _____

Deadlines: Sponsorship Agreements and logos due by November 1, 2008

Sponsor Payments due by January 31, 2009

Make checks payable to: Augusta Regional Dragon Boat Association

Mail this form to: Augusta Regional Dragon Boat Association
P.O. Box 14343,
Augusta, GA 30919

Or Fax to: ???????

For additional information contact:

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