



Colorado Dragon Boat Festival 2024 Sponsor & Support Guide



2024 Colorado Dragon Boat Festival

Sloan's Lake Park in Denver

July 27nd & 28th, 2024

OUR STORY

Colorado Dragon Boat Festival

































Colorado's Premier Asian American, Native Hawaiian, Pacific Islander (AANHPI) celebration for the whole family

The Colorado Dragon Boat Festival (CDBF) started in 2001 with the hope to bring Coloradans together to showcase the amazing contributions and accomplishments from our Asian American, Native Hawaiian, Pacific Islander (AANHPI) communities. Since then, we have grown into the USA's LARGEST AANHPI cultural event and Dragon Boat race. We are Colorado's premier AANHPI event and family-friendly summertime festival.

Now, more than ever, we need Colorado and the nation to take a stand and support our AANHPI communities and members. We need companies of all sizes to lead us in the direction of support, compassion, and advocacy. By financially supporting Colorado Dragon Boat you will show the world your support of diversity, equity, inclusion, and accessibility. Together, we will build bridges of awareness, knowledge, and understanding.

Within the following pages, you will find multiple opportunities to support Colorado Dragon Boat, while simultaneously supporting the AANHPI community. Your company will create brand experiences with exclusive presentation rights for features of the Festival. Show Colorado your support and investment in AANHPI culture and diversity by financially supporting us today.



	Naming Rights	Top Assets	Advertising Benefits	Promotional Materials	Ad in Official Event Program Book (Digital)	On-Site Benefits	Online Benefits
Title Sponsorship							
Presenting Sponsorship							
Associate Sponsorship							
Supporting Sponsorship							
Contributing Sponsorship							
Exhibiting Patron							
Advertising Patron							

Title Sponsorship: \$60,000

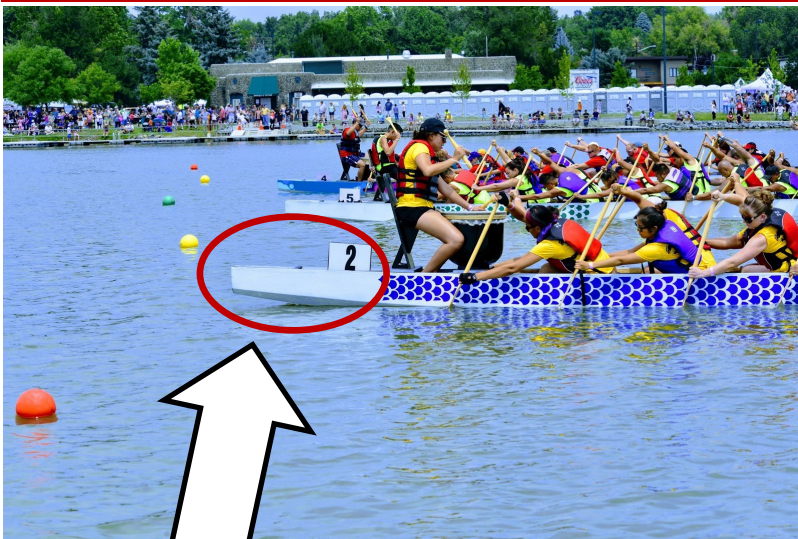
This single, exclusive, top-level sponsor of the Colorado Dragon Boat Festival receives universal, event-wide exclusive rights including above-the-name recognition (e.g., “**ABC Company**’ presents Colorado Dragon Boat Festival”) in all event promotional advertising and collateral material; extensive event signage; hospitality benefits; plus naming rights recognition of our largest asset: **The Dragon Boats!**

Own the water and land by branding both assets!

Assets for Title Sponsors include:

Dragon Boats, Golf Carts, Floating Ads on Water

Dragon Boats	<ul style="list-style-type: none">• Opportunity to place logo on Dragon Boats
Golf Carts	<ul style="list-style-type: none">• Opportunity to place logo on Golf Carts
Floating Ads on Water	<ul style="list-style-type: none">• Logo/Banners on Floating Water Ads surrounding the race course



YOUR LOGO HERE!



Title Sponsorship Benefits

Highlights

- Category Exclusivity
- Above-the Name Recognition (e.g., "'ABC Company' presents Colorado Dragon Boat Festival").

Advertising Benefits & Promotional Materials

- Primary Position of Logo ID in Promotional Ads and Spots
- Recognition in CDBF News Releases
- Primary Position of Logo ID on CDBF Digital Promotional Poster
- Front Primary Position of Logo ID on CDBF Digital Program Book

Official Event Program Book (Digital)

- Primary Position of Logo ID on Cover of Event Program
- Primary Position of Logo ID Recognition on Sponsor Page
- Logo ID on Festival Site Map
- Opportunity to Provide Welcome Letter in Program
- Program Ad – Full Page, Color
- Back Cover Ad– Full Page, Color

Online Benefits

- Static Logo and Ad with Link on CDBF Website
- Opportunity to provide a Welcome Video on our website landing page
- Logo and Mentions in the Newsletter
- Social Media Marketing: 10 Posts

On-Site Benefits

- Premium Event Exhibit Space: 400 square feet
- Logo ID on Chosen Assets
- Logo ID on Festival Entrance (2)
- Primary Position of Logo ID Plan Signs
- Opportunity to Place Banners On-site (6)
- Audio Recognition from All Festival Stages
- Access to Survey Response Data
- Option to Insert One (1) Question in the Festival Survey Directly Relating to Your Organization

Presenting Sponsorship: \$30,000

Assets from which Presenting Sponsors may choose include:

Performing Arts Stage, 360 Stage, Shuttle Transportation Program

Stages	<ul style="list-style-type: none">• Opportunity to place banner on Stage• Opportunity to gift our attendees• Opportunity to have a booth/activation onsite next to stage
Transportation Program	<ul style="list-style-type: none">• Opportunity to place banners on buses• Opportunity to gift our attendees• Opportunity to have a booth/activation onsite next to shuttle drop off

Highlights

- 1-3 Year Contract Term

Advertising Rights

- Secondary position of Logo ID in Promotional Ads and Spots
- Recognition in CDBF News Releases

Promotional Materials

- Secondary Position of Logo ID on CDBF Promotional Poster

Online Benefits

- Static logo with link on CDBF Welcome Page
- Logo and mentions in the Newsletter
- Social Media Marketing: 8 Posts

Official Event Program Book (Digital)

- Secondary Position of Logo ID on Cover of Event Program
- Logo ID Recognition on Sponsor Page
- Logo ID on Festival Site Map
- Program Ad – Full Page, Color,

On-Site Benefits

- Premium Event Exhibit Space: 200 square feet
- Logo on Chosen Asset Banner
- Logo ID on Main Festival Entry Signage
- Logo ID on Site Plan Signs
- Opportunity to Place Banners On-site: (4)
- Audio Recognition from all Stages
- Access to Event Survey Response Data

Associate Sponsorship: \$20,000

Assets from which Associate Sponsors may choose include:
Volunteer Program, Beer Garden, Spirit of the Dragon, Beverage Program, Automotive Showcase, or Race Team City.

Race Team City	<ul style="list-style-type: none">• Opportunity to place banner on entrance/exit of Race Team City• Opportunity to gift our racers• Opportunity to gift attendees
Beer Garden	<ul style="list-style-type: none">• Ability to sell malt alcoholic beverages to guests• Branded wristbands for 21+ older• Opportunity to gift attendees
Spirit of the Dragon	<ul style="list-style-type: none">• Ability to sell hard liquor beverages to guests• Opportunity to place banners on fencing• Opportunity to gift attendees
Beverage Program	<ul style="list-style-type: none">• Ability to sell soda beverages to guests• Opportunity to place banners on fencing• Opportunity to gift attendees
Automotive Showcase	<ul style="list-style-type: none">• Logos all around the area and all cars are branded• Cars displayed by entrances of the festival• Opportunity to gift attendees
Volunteer Program	<ul style="list-style-type: none">• Opportunity to place banner on tent• Printed logo on all volunteer shirts• Opportunity to gift attendees



Associate Sponsorship Benefits

Highlights

- 1-3 Year Contract Term

Advertising Benefits

- Logo ID on Promotional Ads
- Recognition in CDBF News Releases

Promotional Materials

- Logo ID on CDBF Digital Promotional Poster

Official Event Program Book

- Logo ID Recognition on Sponsor Page
- Logo ID on Festival Site Map
- Program Ad – Full Page, Color

On-Site Benefits

- Premium Event Exhibit Space: 200 square feet
- Logo on Chosen Asset Banner
- Logo ID on Site Plan Signs
- Opportunity to Place Banners On-site: (2)
- Audio Recognition from Festival Stages

Online Benefits

- Static logo with link on CDBF Sponsor Page
- Logo and mentions in the Newsletter
- Social Media Marketing: 6 Posts

Supporting Sponsorship: \$12,000

Assets from which Associate Sponsors may choose include:
Awakening the Dragon Opening Ceremony, VIP Hospitality Area

Awakening the Dragon Opening Ceremony	<ul style="list-style-type: none">• Opportunity to place banner on stage• Opportunity to have representative at Opening Ceremony
VIP Hospitality Area	<ul style="list-style-type: none">• Opportunity to place banner on VIP Tent• Stage announcements throughout the day• Exhibit space

Advertising Benefits

- Recognition in CDBF News Releases

Promotional Materials

- Logo ID on CDBF Digital Promotional Poster

Official Event Program Book (Digital)

- Logo ID Recognition on Sponsor Page
- Logo ID on Festival Site Map
- Program Ad – Full Page, Color

On-Site Benefits

- Premium Event Exhibit Space: 200 square feet
- Opportunity to place banner on chosen asset
- Logo ID on Site Plan Signs
- Audio Recognition from Festival Stages

Online Benefits

- Logo in rolling .gif with link on CDBF website
- Logo and mentions in the Newsletter
- Social Media Marketing: 4 Posts



Contributing Sponsorship: \$6,000

Community Relations Assets

(2) Shady Tents	<ul style="list-style-type: none">• Opportunity to place 2 banners at 2 shady tent
(2) Festival Information Centers	<ul style="list-style-type: none">• Opportunity to place 2 banners at 2 tents



Promotional Materials

- Logo ID on CDBF Digital Promotional Poster

Official Event Program Book (Digital)

- Logo ID Recognition on Sponsor Page
- Program Ad – Half Page, Color

On-Site Benefits

- Event Exhibit Space: 100 square feet
- Opportunity to place 2 banners on assets
- ID on Site Plan Signs
- Audio Recognition from Festival Stages

Online Benefits

- Logo in rolling .gif with link on CDBF website
- Logo and mentions in the Newsletter
- Social Media Marketing: 2 Posts

Exhibiting Patron: \$3,500



On-Site Benefits

- Event Exhibit Space: 100 square feet (10'x10' space)*
 - * More space can be purchased at an additional fee
- Opportunity to Place Banners On-site: Booth only
- Exhibitor may purchase access to electricity at \$100 per 110V/20amp outlet, or \$200 per 220V outlet

Official Event Program Book (Digital)

- Recognition on Sponsorship Page

Online Benefits

- Logo in rolling .gif with link on CDBF website
- Logo and mentions in the Newsletter
- Social Media Marketing: 1 Post

Advertising Patron: \$1,000

Advertising Patrons are companies and individuals who support the Colorado Dragon Boat Festival without the need for an Exhibiting Patron Space.

Official Event Program Book (Digital)

- Recognition as an Advertising Patron in the program book

Online Benefits

- Logo in rolling .gif with link on CDBF website
- Logo and mention in the Newsletter
- Social Media Marketing: 1 Post



Advertising Patrons



The Colorado Dragon Boat Festival is a 501(c)3 nonprofit organization.
By supporting CDBF, you support:

The mission of Colorado Dragon Boat is to build bridges of awareness, knowledge, and understanding between the diverse Asian American, Native Hawaiian, Pacific Islander (AANHPI) communities and the general public through cultural education, leadership development, and athletic competition.

CONTACT US

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