

Colorado Dragon Boat Festival

2019 Sponsorship Guide
Sloan's Lake | Denver | July 2019



Our Story

Colorado Dragon Boat Festival: Colorado's Premier Pan-Asian celebration for the whole family

The CDBF is celebrating its 19th anniversary in 2019 and has grown to become the LARGEST pan-Asian cultural event and dragon boat race in the U.S., showcasing the diverse Asian American Pacific Islander (AAPI) communities. We're one of the few dragon boat festivals that emphasize the depth of cultural education and diversity that we do. Since its inception in 2001, the Colorado Dragon Boat Festival has grown to become Colorado's premier pan-Asian event and family-friendly summertime festival.

Organizations that partner with the Colorado Dragon Boat Festival can leverage the impact and cross-over appeal of the festival in reaching Denver's vibrant AAPI communities and crossover audience of more than 100,000 people, to achieve their marketing and communications objectives.

Within the following pages you will find multiple opportunities to create brand experiences with exclusive presentation rights for features of the Festival, an extensive package of rights and benefits and the festival's unique ability to work with you in developing creative activations and promotions to bring your brand to life. Show the Denver Metro community your support and investment in our culture and diversity by becoming a sponsor today.

TITLE SPONSORSHIP

\$40,000

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!



Dragon Boats & Golf Carts

4 Dragon Boats with Title Logo on Boats	<ul style="list-style-type: none">• 2 Hong Kong and 2 Flag Catching Boats• Floating water banner on the side of the race lanes in the water
Golf Carts	<ul style="list-style-type: none">• Utility golf carts will have banners hung up on the golf cart. Golf carts are used by the festival staff and operations team on event grounds - both days.
Floating Ad on Water	<ul style="list-style-type: none">• Ad printed on banner floating on water near race lanes



LOGO

TITLE CONTINUED...

Highlights

- Limited to One (1) Sponsor at Title Level
- Category Exclusivity
- First Right of Refusal
- 1-3 Year Contract Term

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 Promotional Poster
- Front Primary Position of Logo ID on CDBF Promotional Rack Card

Official Event Program Book

- 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

Online Benefits

- Static Logo and Ad with Link on CDBF Website
- Logo and Mentions in the Newsletter
- Social Media Marketing: 10 Posts

Hospitality Rights

- 30 VIP Hospitality Tickets for both days
- VIP Invitation to Opening Ceremony: 3
- VIP Parking Passes: 3
- Purchase Credit Towards Event Branded Merchandise: \$400
- Complimentary Race Team Registration (\$1000 value)

On-Site Benefits

- Premium Event Exhibit Space: 400 square feet
- Logo ID on Race Components (Loading Dock, Starting/Finishing Line and Timing Tent)
- Logo ID on Festival Entrance (2)
- Primary Position of Logo ID on A-Frame Site Plan Signs
- Opportunity to Place Banners On-site (6)
- Audio Recognition from All Festival Stages
- Opportunity for Spokesperson to Welcome Crowd during Opening Ceremony
 - Access to Survey Response Data
 - Option to Insert One (1) Question in the Festival Survey Directly Relating to Your Organization

PRESENTING SPONSORSHIP - \$25,000

These top-level, second position sponsors receive universal marquee billing below-the-name Presenting Sponsor recognition (e.g., ABC Company presents Colorado Dragon Boat Festival sponsored by “**XYZ Company** and **123 Company**”) in all event promotional advertising and collateral materials; extensive signage, on-site sampling rights; hospitality benefits; and name integration of one of the Festival’s top assets.

Assets from which Presenting Sponsors may choose include:

Main Performing Arts Stage, Gateway to Asia, and Shuttle Transportation Program.

Performing Arts Stage

Stage	<ul style="list-style-type: none">• Logo on 2 Performing Arts 3x20 banners.• Main Stage announcements throughout the day.• Exhibit space close to the Main Stage audience.
Shady Tents	<ul style="list-style-type: none">• Logo on the shady tents that belong to the main stage.
Backstage Fencing	<ul style="list-style-type: none">• 3x20 banner on the backstage fencing facing the Marketplace.

Shuttle Transportation Program

Busses	<ul style="list-style-type: none">• Logo on busses that pick up festival attendees and drop them off at Sloan’s Lake Park.
Stanchions	<ul style="list-style-type: none">• Logo on stanchions at bus pick up on festival grounds 3x10 banner.

Gateway to Asia Village

Explore Asia Stage	<ul style="list-style-type: none">• Logo on stage banner 3x10• Stage announcements throughout the day.
Martial Arts Stage	<ul style="list-style-type: none">• Logo on stage banner 3x10• Stage announcements throughout the day
Highlighted Community Tent	<ul style="list-style-type: none">• Logo on the highlighted community tent
Fencing	<ul style="list-style-type: none">• Banner on the fencing surrounding the Village

PRESENTING CONTINUED...

Highlights

- Limited to three (3) Sponsors at Presenting Level
- Category Exclusivity
- First Right of Refusal
- 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
- Front Secondary Position of Logo ID on CDBF Promotional Rack Card

Online Benefits

- Secondary Position: Static logo with link on CDBF Website
- Secondary Position: Logo and mentions in the Newsletter
- Social Media Marketing: 8 Posts

Official Event Program Book

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

On-Site Benefits

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

Hospitality Rights

- 20 VIP Hospitality Tickets for both days
- VIP Invitation to Opening Ceremony: 2
- VIP Parking Passes: 2
- Purchase Credit Towards Event Branded Merchandise: \$250
- Complimentary Race Team Registration (\$1000 value)

ASSOCIATE SPONSORSHIP - \$15,000

These programs or venue level sponsors receive Associate Sponsor recognition (e.g., ABC presents Colorado Dragon Boat Festival sponsored by XYZ Company and 123 Company in association with “**Your Company**”) in newspaper advertising and collateral materials; event signage; on-site sampling rights; hospitality benefits; plus name integration of one of the Festival’s secondary assets. Assets from which Associate Sponsors may choose include:

Dragonland Children’s Area, Volunteer Program, Wellness Village, Beer Garden, Automotive Showcase, or Race Team City.

Dragonland Kids Area

Stage	<ul style="list-style-type: none">• Logo on stage banner 3x10• Stage announcements throughout the day
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Volunteer Program

Volunteer Tent	<ul style="list-style-type: none">• Logo on tent banner 3x10• Stage announcements throughout the day
Volunteer T-shirts	<ul style="list-style-type: none">• Printed logo on shirts

Wellness Village

Entry	<ul style="list-style-type: none">• Logo on banner 3x20• Branded activation
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Beer Garden*

Product	<ul style="list-style-type: none">• Ability to sell exclusive alcoholic beverages to guests• Branded wristbands for those who enter
Fencing	<ul style="list-style-type: none">• Logo on beer garden banner 3x10 hung on outside fencing

Automotive Showcase Asset*

Premium Space	<ul style="list-style-type: none">• Logos all around the area and all cars are branded
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Race Team City

Entryway	<ul style="list-style-type: none">• Logo on banner 3x20 at the Race Registration area where over 50 teams reside and athlete’s race course
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ASSOCIATE CONTINUED...

Highlights

- Limited to six (6) Sponsors at Associate Level
- Category Exclusivity
- First Right of Refusal
- 1-3 Year Contract Term

Advertising Benefits

- Bottom page position of Logo ID on Promotional Ads
- Recognition in CDBF News Releases

Promotional Materials

- Bottom Position of Logo ID on CDBF Promotional Poster
- Logo ID on CDBF Promotional Rack Card

Official Event Program Book

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

On-Site Benefits

- Premium Event Exhibit Space: 100 square feet
- Logo on Chosen Asset Banner
- Third Position of Logo ID on A-Frame Site Plan Signs
- Opportunity to Place Banners On-site: (2)
- 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: 6 Posts

Hospitality Rights

- 16 VIP Hospitality Tickets for both days
- VIP Invitation to Opening Ceremony: 1
- VIP Parking Passes: 1
- Purchase Credit Towards Event Branded Merchandise: \$150
- Complimentary Race Team Registration (\$1000 value)

SUPPORTING SPONSORSHIP- \$10,000

These programs or venue level sponsors receive Supporting Sponsor recognition in collateral materials; event signage; on-site sampling; hospitality benefits; plus name integration of one of the Festival's tertiary assets. Assets from which Supporting Sponsors may choose include:

Scavenger Hunt, VIP Hospitality Area, or Band Stage.

Scavenger Hunt

Branding	<ul style="list-style-type: none">• Logo on all scavenger hunt clues and personal hashtag• Full page in program book for scavenger hunt• Related sponsor facts in the clues
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Band Stage

Stage	<ul style="list-style-type: none">• Logo on stage banner 3x10• Stage announcements throughout the day.
Fencing	<ul style="list-style-type: none">• Entrance to Band Stage has logo on the fencing

VIP Hospitality Area

Tent	<ul style="list-style-type: none">• Logo on 3x20 banner
VIP Audience Access	<ul style="list-style-type: none">• 1 person stationed in VIP to target the audience

SUPPORTING CONTINUED...

Highlights

- Limited to three (3) Sponsors at Supporting Level
- Category Exclusivity, at Festival discretion
- First Right of Refusal
- 1-3 Year Contract Term

Advertising Benefits

- Recognition in CDBF News Releases

Promotional Materials

- Bottom Position of Logo ID on CDBF Promotional Poster
- Logo ID on CDBF Promotional Rack Card

Official Event Program Book

- Fourth Position of Logo ID Recognition on Sponsor Page
- Logo ID on Festival Site Map
- Program Ad – Full Page

On-Site Benefits

- Premium Event Exhibit Space: 100 square feet
- Logo ID on Chosen Asset Banner
- Fourth Position of Logo ID on A-Frame Site Plan Signs
- Opportunity to Place Banners On-site: (2)
- 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

Hospitality Rights

- 10 VIP Hospitality Tickets for both days
- Purchase Credit Towards Event Branded Merchandise: \$100

CONTRIBUTING SPONSORSHIP - \$5,000

Contributing Sponsors are companies that want to support the Festival typically for community relations purposes. They receive recognition in collateral materials; event signage; hospitality benefits; plus co-presentation recognition for one of the Festival's tertiary assets. Assets from which Contributing Sponsors may choose include:

Awakening the Dragon Opening Ceremony, (2) Shady Tents, (2) Festival Information Centers.

Awakening the Dragon Opening Ceremony (Saturday 10am - Noon)

Ceremony	<ul style="list-style-type: none">• Logo on stage banner 3x10• Stage announcements throughout the day.• Lion Dance banners
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2 Festival Information Centers

Tents	<ul style="list-style-type: none">• Logo on both info center's banners 3x20.• Marketing rack cards or flyers for volunteers to hand out with program book
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2 Shady Tents Area

2 Shady Tents	<ul style="list-style-type: none">• Logo on 3x10 Banner (2) atop the shady tents• Opportunity to place (1) banner at each tent
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CONTRIBUTING CONTINUED...

Highlights

- Limited to six (6) Sponsors at Contributing Level
- 1-3 Year Contract Term

Promotional Materials

- Logo ID on CDBF Promotional Rack Card
- Logo ID on CDBF Promotional Poster

Official Event Program Book

- Fifth Position of Logo ID Recognition on Sponsor Page
- Program Ad – Half Page

On-Site Benefits

- Logo ID on Chosen Asset Banner
- Fifth Position Logo ID on A-Frame Site Plan Signs
- Opportunity to Place Banners On-site: 1
- 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

Hospitality Rights

- 6 VIP Hospitality Tickets for both days

EXHIBITING PATRON - \$3,000

Exhibiting Patrons are companies that want to participate in an exhibitor role while receiving more on-site presence, recognition in collateral materials and more select exhibitor space than vendors.

On-Site Benefits

- Event Exhibit Space: 100 square feet (10'x10' space)*
- 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

- Recognition as a Patron on the Patron Page

Online Benefits

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

Hospitality Rights

- 4 VIP Hospitality Tickets

* More space can be purchased at an additional fee



ADVERTISING PATRON- \$1000

Advertising Patrons are companies and individuals who want to support the Colorado Dragon Boat Festival, but are unable to attend the event as an exhibiting patron.

Official Event Program Book

- Recognition as an Advertising Patron in the program book

Online Benefits

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

Hospitality Rights

- 2 Food Tickets to the VIP Hospitality Tickets





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

Building bridges of awareness, knowledge and understanding between the diverse Asian Pacific American (APA) communities and the general public through cultural education, leadership development, and athletic competition.

CONTACT US

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