

Arizona Dragon Boat Festival

March 31 - April 1, 2012 * Tempe Town Lake



Arizona Dragon
Boat Association

Dear Community Supporter:

On behalf of the Arizona Dragon Boat Association (AZDBA), we would like to extend an invitation to your company to become a corporate sponsor of the:

9th Annual Arizona Dragon Boat Festival, March 31-April 1, 2012 at Tempe Town Lake

The AZDBA is a non-profit organization whose mission is to promote the sport of dragon boat paddling through community involvement and education.

The AZDBA contributes to the community by hosting an annual, multi-cultural festival and sporting event. In addition, the AZDBA selects a local charity as the beneficiary of our festival fundraising efforts.

We ask the metro Phoenix community businesses to support the 8th Annual Arizona Dragon Boat Festival with cash and/or in-kind donations. There are over 5,000 attendees at the festival over the 2 days. A "Wish List" is enclosed in this packet.

As a 501(c) (3), the AZDBA uses proceeds from this event to support local, non-profit charities like the Special Olympics of Arizona. The AZDBA provides practices and a steersperson for the Special Olympics' dragon boat paddlers, schedules Special Olympics teams during the festival race event, and donates some of the festival proceeds to their organization.

Several organizations have received support and benefit from the AZDBA since 2003:

- **The Special Olympics of Arizona**
- **Breast Cancer Survivors**
- **Youth Programs**



The AZDBA Membership includes participants of all ages, backgrounds, fitness levels, and from across the Phoenix metro area. The AZDBA supports high school, collegiate, and local corporate teams.

Thank you for your consideration to support the AZDBA's 9th Annual Dragon boat Festival. Please also visit our website at www.azdba.com.

Respectfully,

Laura Davis
AZDBA President

Evan Wong
AZDBA Festival Chair

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SPONSOR LEVELS	TITLE	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship Descriptions	\$10,000	\$5,000	\$3,000	\$2,000	\$1000
Name and Logo on downtown Tempe street banner ⁱⁱ	✓				
Company name/logo featured in all printed event material ^{i, ii, iii}	✓				
Promotion at all press, radio and television releases ^{i, ii}	✓				
Dragon Boat race entry fee waived for one team	✓				
Participation in opening and closing/awards ceremonies ⁱⁱ	✓	✓			
Vendor booth provided	✓	✓			
Dragon Boat race entry fee for one team at 1/2 price	✓	✓	✓		
Advertisement in festival program (page) ^{i, ii, iii}	FULL	FULL	Half	Quarter	Eighth
Company name and logo on www.AZDBA.com with link to Company's website ^{i, ii, iii}	✓	✓	✓	✓	✓
Recognition at opening ceremonies ⁱⁱ	✓	✓	✓	✓	✓
Company name and logo included in event posters and flyers (subject to final printing date) ^{i, ii, iii}	✓	✓	✓	✓	✓

- i. Includes cash and in-kind donations
- ii. If there is more than one sponsor at this level, there will be split recognition
- iii. Subject to approval and/or deadlines

Sponsor Benefits:

Brand Recognition

Associate your corporate brand with the growing sport of Dragon Boat Racing; program ad, sponsor a team, display and promote your company in a vendor booth, recognition in opening and closing ceremonies and several other opportunities.

Corporate Goodwill

Promote goodwill of corporate sponsors for their support of Special Olympics of Arizona and their families.

Team Building Fun Filled Event For Employees

Increase employee loyalty and moral by having employees and their families spend 2 days at the festival bonding or racing together as a corporate team.

Build Market Share

Sponsors can significantly increase their market share to targeted communities (e.g., Asian community, water sports, etc.).

Please contact us for any other levels of sponsorship you may wish to offer.

For additional information on sponsorship opportunities, please contact:
Doris Vance (480) 388-5908 – OR – Binal Patel (612) 384-2902
or email: azdba@hotmail.com / visit us online at www.AZDBA.com

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WISH LIST

AZDBA recruits approximately 80-100+ volunteers to assist with the two-day event and are in need of the items listed below to support the this community service. Please support the AZDBA by donating items from the wish list below.

Note: All donations will be acknowledged in the Festival Program and appreciated by AZDBA. Thank you!

➤ **AZDBA Website Hosting / Software**

➤ **Festival Necessities**

- ✓ Festival Programs (1000)
- ✓ Race Awards/Medals
- ✓ 2 Color/B&W basic Printer (tracking/printing race results, getting information to teams)
- ✓ 2 black and 2 tri-color HP-60 cartridges

➤ **Support for Volunteers – each day for 2-day event**

- ✓ 120 Volunteer t-shirts (with your company's logo)
- ✓ Breakfast items – pastries, bagels, muffins, fruit, juices, snacks, energy bars
- ✓ Brewed coffee, cups, creamer
- ✓ Lunch items – sandwiches, pizza, Mexican food, etc.
- ✓ Bottled water / Soda (cans)
- ✓ Paper plates, utensils, napkins
- ✓ First aid kit
- ✓ Clipboards and pens

➤ **Saturday evening team party**

- ✓ Venue for 300-500 people
- ✓ Food and beverages for team party
- ✓ Gift baskets to raffle
- ✓ Gift cards for raffles/auction

➤ **Kids Lair Supplies**

- ✓ Crayons, pencils, water-based markers, scissors, coloring books, etc.

➤ **Miscellaneous Items**

- ✓ Golf Cart usage or rental for festival weekend
- ✓ Foam / plastic ice chest/coolers
- ✓ Walkie-talkies, air horn, batteries,
- ✓ Flowers for dignitaries
- ✓ Pop-up/EZ up Tents for teams

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HISTORY

Legend, Culture and Water Sport

The legend of Qu Yuan, the poet/philosopher and his political protest against a corrupt regime remains an important celebration in Chinese culture, but has proliferated into a world-wide sporting event.

In the fourth century before the Common Era, China was under political and military strife. Qu Yuan, disgruntled with the state of the affairs, protested against the regime by jumping into the Mei Lo River. According to legend, local fishermen, upon seeing their beloved poet's act of courage, raced out with their boats in an attempt to save him. To their dismay, they arrived too late. To prevent his body from being eaten by the fish, they beat the waters furiously with their paddles and threw rice dumplings wrapped in silk into the river to distract the fish away from Qu Yuan's body.

The re-enactment of the villagers racing out to sea to save Qu Yuan has become today's dragon boat race festival. The Tuen Ng Festival, as it is also called, is thought to be a rainmaking festival for ensuring a good harvest.

Historically, the Dragon was the favored symbol of the Emperor, and the best Chinese artists were commissioned to depict it. As the legend goes, shortly after one such artist put the finishing touches on his work by etching the eyes on his exquisite stone Dragon, thunder and turbulent weather swept the land. It was believed the mythical beast was "awakened" and had "come to life" as a result.



Today, countries around the world have embraced this water sport and have formed dragon boat racing clubs in their own countries and dragon boat racing has become a global phenomenon. Celebrated on the fifth day of the fifth lunar month of the Chinese calendar, dragon boat racing is an annual event held in over 40 countries around the world.

Some of the original rituals have been preserved; during opening ceremonies of festivals around the world an "eye dotting" ceremony is performed to awaken the spirit of the dragon, to impress the boats and their crews with the strength of the dragon and to convey the blessing of the Goddess of the Sea.

The two most established Dragon Boat Race Festivals in Canada – Toronto and Vancouver – spearheaded the Dragon Boat Council of Canada, the national dragon boat organizing body in Canada. The mission of the council is to work together to develop criteria and processes to select national dragon boat champions to represent Canada in International and World Championships.

Dragon boating is currently the fastest growing on-the-water festival and sport worldwide. Teams from all around the country will come to race at one of few exclusive speed venues in vivid, high-performance, sleek, 41-foot long Champion boats with a fierce dragon head on the bow and a colorful tail on the stern. Each team consists of a steersperson, a drummer, and 20 paddlers who paddle in sync to the beat of a large drum, which represents the "heart" of the dragon.

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EVENT

The Event

The Arizona Dragon Boat Association is proud to present the 9th Annual Arizona Dragon Boat Festival. The event will feature competitive and recreational dragon boat races, vendors, and Asian and Pacific inspired talented entertainment. Races will include mixed, men's and women's, high school, collegiate, and corporate teams; as well as special interest teams such as Breast Cancer Survivors and Special Olympics. It will take place March 31 & April 1 at the Tempe Town Lake Marina (North Side). Proceeds from this event will help benefit Special Olympics Arizona.

The Organizer

The AZDBA was founded in Tempe in 2003 as a 501(c) (3) non-profit organization and is a member of the Pacific Dragon Boat Association of America and part of the United States Dragon Boat Federation and the International Dragon Boat Federation. Its mission is to promote cultural awareness, amateur sports and education. Bringing to life this ancient Chinese celebration and the practice of the sport on Tempe Town Lake is a focal point of many of its activities.

The Festival provides a window into the Asian culture and an opportunity for our youth, teens, adults, senior citizens and physically/mentally challenged to participate in a team sport while promoting friendships, fitness, health and wellness and creating an awareness and respect for cultural diversity and of people from all walks of life.

One focal point of the AZDBA festival is the inclusion of Breast Cancer Survivor teams (BCS) since its inception in 2004. Festival registration fees for BCS teams are waved. It is anticipated that this year teams will arrive from as far as Canada, and Rochester, MN., TX, and CA. Following the BCS races, a special ceremony is conducted on both land and water to honor those who passed and those unable to race. Each survivor is handed a pink carnation, and the rest of the paddlers welcome the survivors as they disembark and return to shore.

In 2007, the Arizona Dragon Boat Festival invited the Special Olympics Arizona to race at the Festival. Ronda Carlson (AZDBA) and Jim Rudow (City of Mesa Association of Sports for the Disabled), successfully pulled together two Special Olympic and Unified Partner teams; one from the City of Mesa and one from the City of Tempe with an athlete count of 24 Special Olympians and 16 Unified Partners. The program has since expanded to three teams with 75 paddlers and has been added as an event to the annual Arizona Special Olympics. A Special Olympic division has been included in the festival racing schedule ever since. The AZDBA is proud to be the first to showcase Special Olympic Dragon Boat teams as competitors in the United States and has been sharing the Arizona Special Olympic Dragon Boat teams' achievements with delegates from other states and countries. The 8th Annual Arizona Dragon Boat Festival is looking forward to hosting newly formed Special Olympic Dragon Boat teams from other states.



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