



# MISSISSAUGA DRAGON BOAT FESTIVAL

# 14th Annual

CARDIAC KIDS  
*In support of SickKids Foundation*

## CORPORATE SPONSORSHIP PACKAGE

The 14th Annual Dragon Boat Festival promises once again to be a fantastic event and marks the 59th year of the Mississauga Canoe Club. The Mississauga Canoe Club, a not for profit organization, provides a wide range of programs for the Mississauga community and has produced many world class and Olympic athletes. The Annual Dragon Boat Festival will take place on Sunday June 11th, 2017. This event promotes corporate team building, competition and fun, while raising funds for local charitable and non-profit organizations. You are invited to participate and share in the success of what may be Mississauga's fastest growing event. This package outlines your opportunity to participate as an event sponsor.



### Event Summary

Dragon boat racing is among the fastest growing activities in the world! The Mississauga Dragon Boat Festival is Mississauga's flagship dragon boat event, and represents your opportunity to ride the wave along with the rest of the business community. With over 1,000 participants expected in both sprint and dragon boat canoe races over the weekend, the event provides an excellent opportunity for your company to gain exposure, increase your community involvement and play an important role in this exciting festival.

### Event Objectives

The objective of the event is to expose the community to fun, excitement and team building benefits of recreational and competitive paddle sport through corporate participation. At the same time, our goal is to raise funds for the non-profit operation of the Mississauga Canoe Club and for Cardiac Kids, in support of SickKids Foundation. We are excited to once again be partnering with Cardiac Kids in support of SickKids Foundation. Cardiac Kids is a volunteer group established in 2000 to raise much needed funds for children suffering from congenital heart disease. We are most grateful to our MDBF partners for raising over \$100,000 in the last five years. Funds raised by Cardiac Kids are used to support the children and staff of the cardiology ward at The Hospital for Sick Children. For more information about Cardiac Kids please visit [www.cardiackids.ca](http://www.cardiackids.ca)

**Please review this package and assess your sponsorship capability for the 2017 event.**

**Your participation level is valued. You will not want to miss out on the excitement!**

**Please feel free to call Valerie Pirner directly at 647-504-1857 email [fundraising@gomissygo.ca](mailto:fundraising@gomissygo.ca) any questions you may have.**





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## TITLE SPONSOR: \$7,500

1. Company name included in event name
2. Category exclusive sponsorship
3. Logo inclusion on club website with click through
4. Logo inclusion on all MDBF print materials including
  - a. Brochures
  - b. Posters displayed in local businesses
  - c. Event day program (full page advertisement)
  - d. Event day signage
  - e. Event volunteer t-shirts
  - f. medals
5. Company name and logo to be included on a boat of sponsor's choice (canoe/kayak, single, or team boat)
6. Company name and logo included on club sponsorship banner to be displayed at all local, provincial and national club events



7. Opportunity to set up a booth promoting your company's products/services at MDBF (\$250 value)
8. Opportunity to include a promotional item in gift bags handed out to all teams
9. Company logo to be included on spring/summer 2017 team wear. Items to be the choice of MCC
10. 1 complimentary boat entry (\$1,000 value)
11. 2 complimentary team practices coached by an MCC coach
12. Announcement of your company's support at all MCC home events





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## **GOLD SPONSORSHIP: \$5,000**

1. Category exclusive sponsorship
2. Logo inclusion on club website with click through
3. Logo inclusion on all MDBF print materials including:
  - a. Brochures
  - b. Posters displayed in local businesses
  - c. Event day program (half page advertisement)
  - d. Event day signage
  - e. Event volunteer t-shirts
4. Company name and logo to be placed on boat of sponsor's choice (canoe/kayak, single or team boat)
5. Company name and logo included on club sponsor banner to be displayed at all local, provincial and national club events
6. Opportunity to set up a booth promoting your company's product/services at MDBF (\$250 value)
7. Opportunity to include a promotional item in gift bags handed out to all teams
8. Company logo to be included on spring/summer 2017 team wear. Items to be the choice of MCC
9. 1 complimentary boat entry (\$1,000 value)
10. 2 complimentary team practices coached by MCC coach
11. Announcement of your company's support at all MCC home events

## **SILVER SPONSORSHIP: \$2,500**

1. Logo inclusion on club website with click through
2. Logo inclusion on all MDBF print materials including:
  - a. Brochures
  - b. Posters displayed in local businesses
  - c. Event day program (1/4 page advertisement)
  - d. Event day signage
  - e. Event volunteer shirts
3. Company's name and logo included on club sponsor banner to be displayed at all local, provincial and national club events
4. Opportunity to set up a booth promoting your company's products/services at MDBF (\$250 value)
5. Opportunity to include a promotional item in gift bags handed out to all teams





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## BOAT & LANE SPONSORSHIP: \$500

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1. Company logo to be included in event posters displayed in local businesses
2. Company logo inclusion on event program
3. Company logo placed on signage at dock
4. Company name and logo placed on event results board
5. Opportunity to include a promotional item or sample in the gift bags handed out to all teams
6. Company name will be announced periodically throughout the event

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## RACE SPONSOR: Heat: \$50, Final: \$100

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1. Company name will be placed beside race number in event program
2. Company name will be announced during the race event
3. Signage placed at marshalling area
4. Opportunity to present the prize to the winner of your company's final

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## VENDOR SPONSOR: \$250

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1. Opportunity to set up a booth promoting your company's product/services at the event. Booth not to exceed 12 x 12 (proof of insurance certificate due upon registration)
2. Company logo included in event program





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Please indicate which Sponsorship Level and quantity if more than one.

	Sponsorship Level	Amount	Opening	Quantity	Total
<input type="checkbox"/>	Title	\$7,500	1	_____	_____
<input type="checkbox"/>	Gold	\$5,000	5	_____	_____
<input type="checkbox"/>	Silver	\$2,500	10	_____	_____
<input type="checkbox"/>	Boat/Lane	\$500	8	_____	_____
<input type="checkbox"/>	Race (Final)	\$100	14	_____	_____
<input type="checkbox"/>	Race (Heat)	\$50	28	_____	_____
<input type="checkbox"/>	Vendor	\$250	Unlimited	_____	_____
	Total Sponsorship				\$ _____

Organization Name: \_\_\_\_\_

Team Name: (If Applicable): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Province: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**\*\*All sponsorship packages (excluding Vendor) are valid for one year and include the 2017 MDBF\*\***

Please make Sponsorship cheque payable to  
**Mississauga Canoe Club**  
and mail to:  
**31 Front Street North, Mississauga, Ontario, L5H 2E1**

## THANK YOU FOR YOUR GENEROUS SUPPORT

Please call Valerie Pirner directly at 647-504-1857  
or email [fundraising@gomissygo.ca](mailto:fundraising@gomissygo.ca)  
Tweet us @missydragonboat

