

Citizens Bank
PRESENTS



P.O. Box 65301, Burlington, VT 05406
www.ridethedragon.org | info@ridethedragon.org
802-999-5478

Ride the dragon for charity!



a breast cancer survivor
and supporter dragon boat team

Sponsorship Package

2011 Lake Champlain Dragon Boat festival

Waterfront Park - Burlington, Vermont

Sunday, August 7, 2011



For more information, please call Linda Dyer at 802-999-5478

Who is Dragonheart Vermont?

Dragonheart Vermont (a 501(c) 3 non-profit organization) is a unique support organization for breast cancer survivors & supporters. We are embracing the challenging sport of dragon boating, as we paddle our way to recovery. Our focus is on living—not the disease. What makes the team even more special is that we are joined by a tremendous group of supporters & paddling enthusiasts. Together we paddle, laugh, & race from June to September. In 2006, we decided to share our passion for dragon boating with our community. The result is **The Lake Champlain Dragon Boat festival**.

Dragonheart Vermont - Mission Statement

The members of **Dragonheart Vermont** strive to promote breast cancer survivorship in our community, to provide **hope** to other cancer survivors & their families, to live each moment fully, & to support our own team members in a spirit of **camaraderie** & **joy**. When breast cancer survivors participate in dragon boating, they provide a face to the disease & the statistics. Breast cancer is what brought our team members together. **Friendship** is what keeps us together. Racing dragon boats is not our point. Our race is against breast cancer. In China, the dragon traditionally symbolizes a good omen. It is the heartfelt hope of **Dragonheart Vermont** that the dragon will protect us until the race against breast cancer brings an end to this disease at last.

*Peraques as fraternitatem
“through the waters to friendship”*

What is Dragon Boating?

Born of a time honored Chinese tradition, dragon boating has roots over 2000 years old. The tradition has transformed into a fun paddle sport that appeals to all ages. Dragon boat racing is a team sport that is growing fast worldwide. Every year, an estimated 50 million people from 40 different countries participate in the sport of dragon boat racing.

Dragon boat racing is the ultimate team sport & with a short lesson, most anyone can enjoy paddling. Twenty paddlers sit two-by-two in a 41-foot long boat. A steersperson sits in the back guiding the boat. A drummer sits on the bow & beats out the cadence of the strokes. Dragon boating is a great unifier. The boat simply will not glide unless the 20 paddlers work together as a team. It is a sport that knows no bounds. It calls to people of all ages, genders, & athletic skills. The appeal of dragon boating is truly universal. Why? Because it's challenging! It's teamwork at its finest! It's a spectacle. It's fun!

What is the Lake Champlain Dragon Boat festival?

It's a community-wide event that teams up people to race dragon boats & raise funds for an “in need” cancer-related organization in our area. The festival is an opportunity for co-workers, families, & friends to unite as a team in a dragon boat. They race for charity, fun, & fitness. With more than 2000 racers, 300 volunteers, 36 sponsors, & 20,000 spectators, it is clear that our Burlington community embraces our cause wholeheartedly.

GOALS of the Lake Champlain Dragon Boat festival

- **Raise** funds for our **Dragonheart's Survivorship NOW Initiative**
- **Involve** 75 community teams from businesses, organizations, & neighborhoods.

- **Invite** 15 breast cancer survivor teams from the US & Canada to be our honored guests & take part in a special survivor day known as “**Sisters at Heart Celebration**”.
- **Make** The Lake Champlain Dragon Boat festival a favorite Burlington summer tradition that will enhance the quality of life in Burlington with a fun-filled summer festival for all ages.
- **Increase** the participation of Burlington’s business & residential community in this charitable event that utilizes the exciting sport of dragon boat racing at Burlington’s waterfront.
- **Build** community-giving, teamwork & fitness.
- **Create** a “Greener” festival that will educate the public on sustainability issues.

Who benefits from the Lake Champlain Dragon Boat festival?

Everyone involved does! Paddlers experience TEAMWORK at its best. Spectators are entertained & inspired by activities presented at the Waterfront Park & the races on the waters of Lake Champlain. Our sponsors receive enormous media exposure & lasting good will from their involvement. Best of all, we have been fortunate to give back to our community & help those in need. Dragonheart Vermont with the help of sponsors, paddlers & volunteers has raised almost \$433,000 in five year’s time that we have given right back to the community.

2011 Fundraising Goal: Dragonheart’s Survivorship NOW Initiative

This year Dragonheart is expanding its community mission. We will embark on our **Survivorship Network On Wellness (NOW) Initiative**. Our hope is to help bridge the gap in support for cancer survivors between treatment & recovery. We will do so by creating opportunities for therapeutic treatments, strengthening programs, education, & support. Our goal is to forge a **Network On Wellness** that will better serve survivors in our community. Our dream is to one day create a Vermont Cancer Wellness Center along with our local institutions that will help guide, equip, & empower cancer survivors to live life well. Your financial support will help us get this essential service off the ground & established as an important part of the recovery process for **all** cancer survivors in our area.

Past Pledge Partners of the Lake Champlain Dragon Boat festival

festival Year	Pledge Partners	Donated Amount	Proceeds Allocated for the
2006	FAHC Radiation Oncology Department	\$35,000	ultrasound machine
2007	Vermont Respite House/Hospice	\$40,000	state-of-the art hospital beds & equipment
2008	Cancer Patient Support Program’s Emergency Fund	\$90,000	Emergency Fund support for cancer survivor’s in need
2008	City of Burlington	\$37,567	Community Dock
2009	Vermont’s Camp Ta-Kum-Ta	\$110,000	Activities Cabin
2009	City of Burlington	\$15,000	Community Dock Fingers
2009	Vermont’s Camp Ta-Kum-Ta	\$110,000	Activities Cabin
2010	Vermont’s Camp Ta-Kum-Ta	\$105,000	Activities Cabin

Sponsorship Levels – Community & Corporate



2011 LAKE CHAMPLAIN DRAGON BOAT FESTIVAL (LCDBF)

LEVEL	COST
LCDBF Presenting Sponsor - Citizens Bank	\$\$\$\$\$\$\$
LCDBF Race Shirt Sponsor	\$20,000
LCDBF Race Hat Sponsor	\$15,000
LCDBF Main Stage Sponsor	\$10,000
LCDBF Athlete's Village Sponsor	\$8,000
LCDBF Media Sponsors	\$\$\$\$\$
LCDBF Marshaling Dragon Sponsor	\$ 7,000
LCDBF Gold Dragon Sponsor	\$ 6,000
LCDBF Silver Dragon Sponsor	\$ 5,000
LCDBF Hospitality Dragon Sponsor	\$ 4,500
LCDBF Copper Dragon Sponsor	\$ 4,000
LCDBF Dock Dragon Sponsor	\$ 3,500
LCDBF Green Dragon Sponsor	\$ 3,000
LCDBF Dragon Boat Flag Sponsor	\$ 2,500
LCDBF Cheddar Dragon Sponsor	\$ 2,250
LCDBF Bronze Dragon Sponsor	\$ 2,000
LCDBF Pewter Dragon Sponsor	\$ 1,800
LCDBF Dragon Boat Buddies Sponsor(s)	\$ 1,000
LCDBF Dragon Racers Sponsor(s)	\$ 500
LCDBF Banner Sponsor	\$ 400/banner \$ 250 returning banner sponsors

Sponsorship Levels – Sisters at Heart Celebration



2011 SISTERS AT HEART CELEBRATION for Breast Cancer Survivors (BCS)

LEVEL	COST
Sisters at Heart Presenting Sponsor	\$10,000
Sisters at Heart Workshop Sponsor(s)	\$ 3,000
Sisters at Heart Lunch Sponsor(s)	\$ 2,000
Sisters at Heart Sponsor(s)	\$ 1,000



Flower Ceremony that has become a tradition after the Breast Cancer Survivor Championship Race.



Ride the dragon for charity!

Dragonheart Vermont
2011 Lake Champlain Dragon Boat festival
Official Sponsorship Form

Sponsor Company Name: _____

Captain/Contact Person: _____

Address: _____

City / State / Zip: _____

Telephone #: _____ **E-Mail Address:** _____

Team Name (if applicable) : _____

Sponsorship

Level: _____ **Fee \$** _____

I would like to make an additional donation in the amount of \$ _____

CHECK ENCLOSED: Payable to Dragonheart Vermont LCDBF

Check # _____ **Dated:** _____ **Amount \$** _____

Mail completed Sponsorship Form & Check to:
Linda Dyer, Executive Director
Dragonheart Vermont – LCDBF
P.O. Box 65301
Burlington, VT 05406

Benefits	Presenting Sponsor	Race Shirt Sponsor	Race Hat Sponsor	Main Stage Sponsor	Athletes Village Sponsor	Media Sponsor	Marshaling Dragon Sponsor	Gold Dragon Sponsor	Silver Dragon Sponsor	Hospitality Dragon Sponsor
SPONSORSHIP CONTRIBUTIONS	\$\$\$	\$20,000	\$15,000	\$10,000	\$8,000	\$\$\$	\$7,000	\$6,000	\$5,000	\$4,500
Exclusive “Presenting Rights’ rights	•									
Acknowledgment in TV3’s PSA’s	•									
Receive free or discounted race team entry fee (<i>Value \$1617</i>)	2 free	1 free	1 free	1 free	1 free		70% discount	60% discount	50% discount	40% discount
Name & Logo on festival brochure & poster	•	•	•	•	•	•	•	•	•	•
Name & Logo with hyperlink on www.ridethedragon.org website	•	•	•	•	•	•	•	•	•	•
Prominent signage & pennants at festival site	•			•	•					
Your Name & Logo on festival shirt or hat	shirt	shirt	hat			shirt				
Name & Logo on festival trophies & medals	•									
Name & Logo on LCDBF press releases	•									
Name & Logo in “Seven Days” LCDBF ad	•	•	•	•	•	•	•	•	•	•
Final race named in honor of presenting sponsor	•									
Name & Logo in local newspaper & magazine LCDBF articles	•									
Name & Logo on LCDBF Banner over Main Street Aug 1 thru Aug 14 (<i>Value \$375</i>)	•	•	•	•	•	•	•	•	•	•
Receive free VIP Parking Passes	4	3	2	2	2					
Receive company exhibit tent for race weekend (<i>Value \$600</i>)	•	•	•	•	•					
Recognition by race announcer & at awards ceremony at festival	•	•	•	•	•	•	•	•	•	•
Opportunity for company delegate to speak during LCDBF	•	•	•	•	•					
Unlimited potential for community good will	•	•	•	•	•	•	•	•	•	•
Personal satisfaction of helping meet LCDBF community fundraising goal	•	•	•	•	•	•	•	•	•	•
Unique team building experience for employees	•	•	•	•	•	•	•	•	•	•
Receive right of “first acceptance & refusal” to obtain same level sponsorship in next year	•	•	•	•	•					

Benefits	Copper Dragon Sponsor	Dock Dragon Sponsor	Green Dragon Sponsor	Dragon Boat Flag Sponsor	Cheddar Dragon Sponsor	Bronze Dragon Sponsor	Pewter Dragon Sponsor	Dragon Boat Buddies	Dragon Racer Sponsors
SPONSORSHIP CONTRIBUTIONS	\$4,000	\$3,500	\$3,000	\$2,500	\$2,250	\$2,000	\$1,800	\$1,000	\$500
Exclusive “Presenting Rights” rights									
Acknowledgment in TV3’s PSA’s									
Receive free or discounted race team entry fee (<i>Value \$1617</i>)	30% Discount	25% Discount	20% Discount	15% Discount	12% Discount	10% Discount	8% Discount	5% Discount	1% Discount
Name & Logo on festival brochure & poster	•								
Name & Logo with hyperlink on www.ridethedragon.org website	•	•	•	•	•	•	•	•	•
Prominent signage & pennants at festival site									
Your Name & Logo on festival shirt or hat									
Name & Logo on festival trophies & medals									
Name & Logo on LCDBF press releases									
Name & Logo in “Seven Days” LCDBF ad	•	•	•	•	•	•	•	•	•
Final race named in honor of presenting sponsor									
Name & Logo in local newspaper & magazine LCDBF articles									
Name & Logo on LCDBF Banner over Main Street Aug 1 thru Aug 14 (<i>Value \$375</i>)									
Receive free VIP Parking Passes									
Receive company exhibit tent for race weekend (<i>Value \$600</i>)									
Recognition at awards ceremony	•								
Recognition by race announcer the day of LCDBF festival	•	•	•	•	•	•	•		
Opportunity for company delegate to speak during LCDBF									
Unlimited potential for community good will	•	•	•	•	•	•	•	•	•
Personal satisfaction of helping meet LCDBF community fundraising goal	•	•	•	•	•	•	•	•	•
Unique team building experience for employees	•	•	•	•	•	•	•	•	•
Receive right of “first acceptance & refusal” to obtain same level sponsorship in next year									

Benefits	SAH Presenting BCS Sponsor	SAH Workshop Sponsor	SAH Lunch Sponsor	SAH Sponsor
SPONSORSHIP CONTRIBUTIONS	\$10,000	\$3,000	\$2,000	\$1,000
Exclusive “Presenting Rights” rights for the Sisters at Heart (SAH) Breast Cancer Survivorship (BCS) event Acknowledgment in TV3’s PSA’s	•			
Receive free or discounted race team entry fee <i>Note: race team entry fee value \$1617</i>	1 Free	20% Discount	10% Discount	5% Discount
Name & Logo on Sisters at Heart brochures	•	•	•	•
Name & Logo with hyperlink on www.ridethedragon.org website	•	•	•	•
Prominent signage & pennants at festival site	•			
Your name & Logo on festival shirt or hat				
Name & Logo on BCS Championship Trophies	•			
Name & Logo on LCDBF press releases				
Name & Logo in “Seven Days” LCDBF ad	•	•	•	•
BCS championship race named in honor of SAH presenting sponsor	•			
Name & Logo in local newspaper & magazine LCDBF articles				
Name & Logo on LCDBF Banner over Main Street Aug 1 thru Aug 14 (Value \$375)	•			
Receive free VIP Parking Passes	2			
Receive company exhibit tent for race weekend (Value \$600)	•			
Recognition by presenters at SAH and LCDBF events	•			
Recognition by race announcer the day of LCDBF festival	•	•	•	•
Opportunity for company delegate to speak during SAH event	•			
Unlimited potential for community good will	•	•	•	•
Personal satisfaction of helping meet LCDBF community fundraising goal	•	•	•	•
Unique team building experience for employees	•	•	•	•
Receive right of “first acceptance & refusal” to obtain same level sponsorship in next year	•			