

TITLE SPONSOR

\$75,000.00

Exclusivity and Competitive Advantage

- Exclusive right to incorporate the Sponsor's name into the Festival's name;
- Right within the category to use Festival's trademark and logo on Sponsor's advertising materials for festival-themed promotions and on-site visibility;
- Sponsor receives industry exclusivity on the event;
- Sponsor will have the enviable privilege to return as the exclusive Title Sponsor in the following year, by providing a confirmation within 60 days after completion of the Festival.

Recognition and Marketing

- Acknowledged on Festival letterhead with logo as Title Sponsor;
- Grand Championship Race Division to be named after the Sponsor;
- Race cup engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race cup to its divisional winner;
- Sponsor's name prominently marked or displayed on the sponsored dragon boat, and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, during practices and at the race;
- Recognized in connection with the pre-event and post-events announcements, and at the races.

Race

- One corporate team registration;
- Five complimentary standard on-water practices for Sponsor.

Media, Print Material & On-line Promotion

- Dedicated page for sponsor's greeting in event souvenir program;
- Inclusion of sponsor's message in event souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Title Sponsor with logo on poster at top positioning;
- Acknowledged as Title Sponsor on TV and radio advertising;
- Acknowledged as Title Sponsor with logo in mainstream and Chinese print advertising;
- Acknowledged as Title Sponsor in front page of Festival website;
- A hotlink from the Festival's website to Sponsor's website;
- A full-page, colour advertisement on back cover of souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Opportunity to conduct the eye-dotting ceremony;

On-site

- Invitation to the opening ceremony to officially launch the Festival;
- Opportunity to deliver a speech at the opening ceremony as Title Sponsor;
- Provision of a VIP tent of size 30'X30' at the Festival.
- One promotional booth at the Festival (~~30' X 30'~~ 20' x 20' for on-site promotions.
- Opportunities for announcement of corporate messages to the public throughout the two-day event;
- Display of Sponsor's logo on two of the organizer's golf cars circulating on site throughout the two-day event;
- Provisions for Sponsor to have its corporate logo prominently positioned on the backdrop at the main stage;
- Provisions for Sponsor to supply and display a banner at the main stage;

- Provisions for Sponsor to supply and display 20 banners at the grandstand and/or fences area;
- Provision of 100 sets of VIP luncheon and ferry tickets.

DIAMOND DRAGON SPONSOR

\$55,000.00

Exclusivity and Competitive Advantage

- Right to use Festival's trademark and logo on Sponsor's advertising materials for festival-themed promotions and on-site visibility;
- Sponsor receives industry exclusivity on the event;
- Sponsor will have the enviable privilege to return as a Diamond Dragon Sponsor with industry exclusivity in the following year, by providing a confirmation within 60 days after completion of the Festival.

Recognition and Marketing

- A Championship Race Division to be named after the Sponsor;
 - Race cup engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race cup to its divisional winners;
- Sponsor's name prominently marked or displayed on the sponsored dragon boat, and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, during practices and at the race;
- Recognized in connection with the pre-event and post-events announcements, and at the races.

Race

- One corporate team registration;
- Four complimentary standard on-water practices for Sponsor.

Media, Print Material & On-line Promotion

- Inclusion of sponsor's message in event souvenir program (approximately 200 words provided by Sponsor);

- Acknowledged as Diamond Dragon Sponsor with logo on poster;
- Acknowledged as Diamond Dragon Sponsor on TV and radio advertising;
- Acknowledged as Diamond Dragon Sponsor with logo in media print advertising;
- Acknowledged as Diamond Dragon Sponsor in Festival's website;
- A hotlink from the Festival's website to sponsor's website;
- A full-page, colour advertisement on inside front or inside back of souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Opportunity to officiate at the eye-dotting ceremony;

On-site

- Invitation to the opening ceremony;
- Provision of a VIP tent of size 20' x 20' at the Festival;
- One promotional booth at the Festival (20' X 20') for on-site promotions;
- Opportunities for announcement of corporate messages to the public throughout the two-day event;
- Provisions for Sponsor to have its corporate logo prominently positioned on the backdrop at the main stage;
- Provisions for Sponsor to supply and display a banner around the main stage;
- Provisions for Sponsor to supply and display 10 banners at the grandstand and/or fences area;
- Provision of 50 sets of VIP luncheon and ferry tickets.

PLATINUM DRAGON SPONSOR

\$40,000.00

Exclusivity and Competitive Advantage

- Right to use Festival's trademark and logo on Sponsor's advertising materials for festival-themed promotions and receive on-site visibility;
- Sponsor receives industry exclusivity on its sponsorship level;
- Sponsor will have the enviable privilege to return as a Platinum Dragon Sponsor and be exclusive in the industry in the following year, by providing a confirmation within 60 days after completion of the Festival.

Recognition and Marketing

- A Championship Race Division named after the Sponsor;
- Race cup engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race cup to its divisional winners;
- Sponsor's name prominently marked or displayed on the dragon boat sponsored, and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, during practices and at the race;

Race

- One corporate team registration;
- Three complimentary standard on-water practices for Sponsor.

Media, Print Material & On-line Promotion

- Inclusion of sponsor's message in event souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Platinum Dragon Sponsor with logo on poster;
- Acknowledged as Platinum Dragon Sponsor on TV and radio advertising;

- Acknowledged as Platinum Dragon Sponsor with logo in mainstream and Chinese print advertising;
- Acknowledged as Platinum Dragon Sponsor in the Festival's website;
- A hotlink from the Festival's website to sponsor's website;
- A full-page, colour advertisement on inside front or inside back of souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Opportunity to officiate at the eye-dotting ceremony;

On-site

- Invitation to the opening ceremony;
- Provision of a VIP tent of size 20'X20' at the Festival;
- One promotional booth at the Festival (20' X 20') for on-site promotions;
- Opportunities for announcement of corporate messages to the public throughout the two-day event;
- Sponsor's logo on main stage backdrop;
- Provisions for Sponsor to supply and display a banner around the main stage;
- Provisions for Sponsor to supply and display 8 banners at the grandstand and/or fences area;
- Provision of 35 sets of VIP luncheon and ferry tickets.

GOLD DRAGON SPONSOR

\$28,000.00

Recognition and Marketing

- A Championship Race Division named after the Sponsor;
- Race cup engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race cup to its divisional winners;
- Sponsor's name prominently marked or displayed on the dragon boat sponsored, and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, and at the race;

Race

- One corporate team registration
- Three complimentary standard on-water practices for Sponsor.

Media, Print Material & On-line Promotion

- Inclusion of sponsor's message in event souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Gold Dragon Sponsor with logo on poster;
- Acknowledged as Gold Dragon Sponsor on TV and radio advertising;
- Acknowledged as Gold Dragon Sponsor with logo in media print advertising;
- Acknowledged as Gold Dragon Sponsor in the Festival's website;
- A hotlink from the Festival's website to sponsor's website;
- A full-page, colour advertisement in the souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Opportunity to officiate at the eye-dotting ceremony;

On-site

- Invitation to the opening ceremony;
- Provision of a VIP tent of size 20'X20' at the Festival;
- One promotional booth at the Festival (10' X 10') for on-site promotions;
- Opportunities for announcement of corporate messages to the public throughout the two-day event;
- Sponsor's logo on main stage backdrop;
- Provisions for Sponsor to supply and display 6 banners at the grandstand and/or fences area;
- Provision of 25 sets of VIP luncheon and ferry tickets

SILVER DRAGON SPONSOR

\$13,000.00

Recognition and Marketing

- A race plaque engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race plaque to its divisional winners.

Media, Print Material & On-line Promotion

- Inclusion of sponsor's message on program souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Silver Dragon Sponsor with logo on poster;
- Acknowledged as Silver Dragon Sponsor in media print advertising;
- Acknowledged as Silver Dragon Sponsor in the Festival's website;
- A hotlink from the Festival's website to Sponsor's website;
- A full-page, black and white advertisement in the event's souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;

On-site

- Invitation to the opening ceremony;
- One promotional booth at the Festival (10' X 10') for on-site promotions;
- Opportunities for announcement of corporate messages to the public throughout the two-day event;
- Sponsor's logo on main stage backdrop;
- Provisions for Sponsor to supply and display 4 banners at the grandstand and/or fences area;
- Provision of 15 sets of VIP luncheon and ferry tickets.

BRONZE DRAGON SPONSOR

\$8,000.00

Recognition and Marketing

- A race plaque engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race plaque to its divisional winners.

Media, Print Material & On-line Promotion

- Inclusion of sponsor's message on program souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Bronze Dragon Sponsor with logo on poster;
- Acknowledged as Bronze Dragon Sponsor in media print advertising;
- Acknowledged as Bronze Dragon Sponsor in the Festival's website;
- A hotlink from the Festival's website to Sponsor's website;
- A half-page, black and white advertisement in the event's souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;

On-site

- Invitation to the opening ceremony;
- One promotional booth at the Festival (10' X 10') for on-site promotions;
- Sponsor's logo on main stage backdrop;
- Provisions for Sponsor to supply and display 4 banners at the grandstand and/or fences area;
- Provision of 10 sets of VIP luncheon and ferry tickets.

CORPORATE BOAT SPONSOR

\$10,000.00

Recognition and Marketing

- Sponsor's name prominently marked or displayed on the sponsored dragon boat, and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, and at the race;
- A race plaque engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race plaque to its divisional winner.

Media, Print Material & On-line Promotion

- Inclusion of sponsor's message on program souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Boat Sponsor with logo on poster;
- Acknowledged as Boat Sponsor in media print advertising;
- Acknowledged as Boat Sponsor in the Festival's website;
- A hotlink from the Festival's website to Sponsor's website;
- Full page black and white advertisement in the event's souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Opportunity to conduct the eye-dotting on the sponsored boat.

On-site

- Invitation to the opening ceremony;
- Two promotional booths of size 10'x10' at the Festival for on-site promotion;
- Sponsor's logo on main stage backdrop;
- Provisions for Sponsor to supply and display 5 banners at the Festival site

- Provision of-15 sets of VIP luncheon and ferry tickets.