



CANADA 150
1867-2017



多倫多華商會
TORONTO CHINESE BUSINESS ASSOCIATION



June 17 & 18, 2017

The Event



- The 29th Toronto International Dragon Boat Race Festival promises a two-day fun-filled event that brings competition, sportsmanship and community spirit to Toronto Centre Island on **June 17 & 18, 2017.**
- From the humble beginning of only 27 teams participating in the first festival back in 1989, the Festival has evolved to a much bigger operation over the past two decades.
- Organized by the Toronto Chinese Business Association (TCBA) and Toronto International Dragon Boat Race Festival, the Festival in 2017 will once again expect 150 to 180 teams with over 5,000 athletes.



Festival Facts

29th year of the Toronto International Dragon Boat Race Festival

- Attracts more than 80,000 visitors to the Toronto Centre Island in 2 days
- Charity of Choice: TBC
- More than 500 Volunteers
- Up to 5,000 paddlers on 180 teams



Festival Objective

- To share the tradition of Dragon Boat Racing with Canada's diverse communities;
- To provide an opportunity for business and service organizations – both public and private sectors – to participate in this colourful sporting event and market their products and services to ethnic communities;
- To promote the goodwill of corporate sponsors to ethnic communities;

Festival Objective (con't)



- To promote tourism to Toronto from other parts of Canada, U.S., Asia and Europe;
- To advance travel & tourism opportunities between Canada & Asia Pacific;
- To advance trade opportunities between Toronto and Asia Pacific;
- To showcase the spirit of Toronto's ethnic communities as key part of Canada's cultural mosaic;
- To bring exposure to and raise fund for charities that serve our community.



Attendance Profile

- 43 percent of the festival attendees have a household income in excess of \$90,000, with another 10 percent earning more than \$120,000;
- Median age is 30;
- 57 percent female and 43 percent male;
- 40 percent have attended high school and 60 percent have attended college or university;
- 48 percent are professionals;
- 35 percent are of Chinese heritage, 35 percent Caucasians, and 30 percent from other ethnic groups.



Participants

- Canadian Chinese community and businesses, and other ethnic community groups;
- Canadian Chinese who view the Festival as an annual cultural and family event;
- Ethnic communities including South Asians, South Americans and Eastern Europeans from across Canada and the US;
- Dragon Boat paddlers – on average 150 to 200 teams, including Spirit Challenge teams, Transplant teams, Oversea Adoption teams, Breast Cancer Survivor teams and Cancer Survivor teams, with over 5,000 paddlers;



Participants

- Canadian corporations interested in marketing to Canadian Chinese and other ethnic groups;
- Canadian community-at-large who have been attracted by this annual multicultural event.

Festival Marketing Initiatives for Sponsors



- **Pre and Post Festival News Releases** announcing the festival and sponsors' participation to mainstream and ethnic media, in both Canada and U.S., to solicit coverage and interviews;
- **Eye-Dotting Ceremony** news conference to launch festival;
- **Festival Posters** with sponsors' logos are distributed to all Chinese communities and other ethnic communities, in high-traffic areas, government and tourism offices, libraries, high schools and etc;



Festival Marketing Initiatives for Sponsors

- **Souvenir Programme** with sponsors' advertisements are distributed to spectators at the site;
- **Festival Newsletter** is distributed prior to the festival, to media, government departments, sponsors, tourist offices, libraries and high schools;
- **Website advertising opportunities** for sponsor. Sponsors' logos on festival website & web link opportunities;
- **On-site marketing opportunities** allow sponsors to engage with their potential customers;
- **Strengthen partnerships** with other sponsors while promoting the Festival.

Organized by



CHINESE CANADIAN CHAMBER OF COMMERCE



UNIVERSITY OF TORONTO

The Sponsor

Tim Hortons.

Tim Hortons. 28th Toronto International Dragon Boat Race Festival

Toronto Centre Island 第二十八屆多倫多國際龍舟節

June 18 & 19 2016

Free admission to festival
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416.595.0313
www.dragonboats.com



Canadian Cancer Society
Société canadienne du cancer

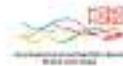


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Tim Hortons.

28th Toronto International Dragon Boat Race Festival
第二十八屆多倫多國際龍舟節
June 18th & 19th, 2016 • Toronto Centre Island



FESTIVAL FACTSHEET



WHO: 29th Toronto International Dragon Boat Race Festival

WHAT: The first largest outdoor multi-event summer festival
Dragon Boat Race
Multicultural Performances
Multicultural Village
Family and Children Activities
Exhibition Booths
Food Court

WHERE: Toronto Centre Island

WHEN: Saturday and Sunday, June 17 & 18, 2017
Races and Activities start at 8:a.m. and continue until
4:00p.m. each day



FESTIVAL FACTSHEET

ATTENDANCE: 80,000

ADMISSION: Free access to the event

BENEFICIARY: Part of the festival proceeds will be donated to the (TCB)

ORGANIZERS: Toronto Chinese Business Association (TCBA)
Toronto International Dragon Boat Race Festival (TIDBRF)

Join the ranks of
our sponsors



Press Conference





Event Photo Highlights



Event Photo Highlights



Event Photo Highlights



Event Photo Highlights



Event Photo Highlights



Event Photo Highlights



Level of Sponsorship



Title Sponsor	
Diamond Dragon Sponsor	
Platinum Dragon Sponsor	
Gold Dragon Sponsor	
Silver Dragon Sponsor	
Bronze Dragon Sponsor	
Corporate Boat Sponsor	



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