

CANCER SUPPORT COMMUNITY - DRAGON BOAT FESTIVAL



SPONSORSHIP OPPORTUNITIES



JUNE 15, 2019 • EVERGREEN LAKE, BATH, PA • WWW.CANCERSUPPORTGLV.ORG



WHO IS THE CANCER SUPPORT COMMUNITY?

Cancer Support Community of the Greater Lehigh Valley is a nonprofit organization whose mission is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community. We offer free support programs to help anyone affected by cancer to connect with others, engage in healthy lifestyle activities, and restore hope for a better quality of life.

WHAT IS DRAGON BOATING?

A dragon boat team consists of 20 paddlers sitting two abreast, plus a Cox who steers the dragon boat from the rear and a drummer who sits at the front.

The team of paddlers work in unison to propel the boat forwards from a standing start, the aim being to reach the finish line in the fastest time. Generally a race consists of between 2 and 6 boats.

Teams can be all men, all women, or mixed crews with equal numbers of both men and women. Timing, strength and endurance are 3 key elements of a successful team, the fourth and most critical is teamwork. It is for this reason that the sport has achieved such a high profile around the world.

Spectacular for both participants and spectators alike, dragon boating is the fastest growing aquatic sport in the world. Adrenaline pumping and fiercely competitive, the teams range in experience from years to just a few weeks in some cases. Everyone is encouraged to "have a go" in this exciting sport that epitomizes a team spirit.

WHAT IS THE CANCER SUPPORT COMMUNITY DRAGON BOAT EVENT?

It's a community-wide event that invites people to team up to race dragon boats & raise funds for Cancer Support Community of the Greater Lehigh Valley. The day is an opportunity for co-workers, families, & friends to unite as a team in a dragon boat. They race for charity, fun, & fitness. This will mark our inaugural dragon boat event. We are excited to get the Lehigh Valley community involved with an event that is not found in our area.

WHO BENEFITS FROM THE CANCER SUPPORT COMMUNITY DRAGON BOAT EVENT?

Everyone involved benefits! Spectators are entertained & inspired by activities presented at Evergreen Lake & the races on the water. Our sponsors receive enormous media exposure & lasting good will from their involvement in this community charity event. Best of all, all money raised stays right here locally in the Lehigh Valley. Giving back to our community and keeping all programs at CSC-GLV at no cost. With the help of sponsors, donors, paddlers, and volunteers, CSC-GLV has set a goal of \$80,000 to be raised by the community.

GOALS OF THE CANCER SUPPORT COMMUNITY DRAGON BOAT EVENT

- To raise awareness about the Cancer Support Community programs
- To foster fitness, teamwork, and community giving together in one event
- To create a partnership with our Sponsors for years to come
- To recruit 30 teams from community businesses, service organizations, civic groups, and community members
- To share the exciting sport of dragon boat racing with our community
- To enhance the quality of life in the Lehigh Valley by presenting a fun-filled summer day for all ages
- To make the CSC-GLV dragon boat event a summer tradition

SPONSORSHIP LEVELS - COMMUNITY & CORPORATE

Event sponsorship is a great way to show your support for our organization providing programs for men, women, teens and children who are impacted by cancer. Because everything we do is free of charge, we need your help to continue providing support, education and hope for our families, friends, and neighbors.



June 15, 2019
Evergreen Lake, Bath PA
Presented by
Cancer Support Community
Greater Lehigh Valley



DRAGON BOAT FESTIVAL SPONSORSHIP OPPORTUNITIES

REGATTA SPONSOR: \$10,000 - **SOLD**

★ **EXCLUSIVE - Quadrant Private Wealth**

- Event recognition on marketing materials related to the Festival
- Logo on Award Medals and Award Board
- Participation in Eye Dotting Ceremony
- Sponsorship recognition from CSC-GLV in Press Releases
- Listing on CSC-GLV event page
- Featured as a sponsor on radio spots
- Official Festival T-shirts for entire team (max 24)
- Logo on the official Festival T-shirt
- Team tent space and/or Vendor space (sponsor supplies tent)
- Entrance fee for company team waived (\$2,500 value)

PADDLES UP SPONSOR: \$5,000

- Event recognition on marketing materials related to the Festival
- Logo on Award Board
- Participation in Eye Dotting Ceremony
- Sponsorship recognition from CSC-GLV in Press Releases
- Listing on CSC-GLV event page
- 4 official Festival T-shirts
- Logo on the official T-shirt
- Recognition at opening and closing ceremonies
- Team tent space and/or Vendor space (sponsor supplies tent)
- Entrance fee for company team waived (\$2,500)

TEAM SPONSOR: \$2,500

- Listing on CSC-GLV event page
- 2 official Festival T-shirts
- Recognition at opening and closing ceremonies
- Entrance fee for company team waived (\$2,500 value)

DRUMMER SPONSOR: \$1,000

- Event recognition on marketing materials related to the Festival
- Sponsorship recognition from CSC-GLV in Press Releases
- Recognition at opening and closing ceremonies
- Vendor space

Please send a high resolution
company logo to:
jgibbs@cancersupportglv.org

Remit sponsorship form to:

**Cancer Support Community
Greater Lehigh Valley
944 Marcon Blvd., Suite 110
Allentown, PA 18109**

Call 610-861-7555 for details

COMPANY: _____ CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ PHONE: (____) _____

METHOD OF PAYMENT: Check enclosed (Please make check payable to: Cancer Support Community-GLV)

Charge my credit card (Visa Mastercard American Express Discover)

AMOUNT \$ _____ CARD # _____ EXPIRATION DATE _____

NAME ON CARD _____ SIGNATURE _____



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DRAGON BOAT FESTIVAL SPONSORED TEAM REGISTRATION

TEAM SPONSOR: _____

TEAM NAME: _____

TEAM CAPTAIN: NAME: _____

EMAIL: _____ PHONE: _____

TEAM MEMBERS:

1. _____
2. _____
3. _____
4. _____
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22. _____
23. _____
24. _____

(Team should consist of 20 paddlers, 1 drummer and 4 alternates. It is not necessary to identify roles at this time)

ALL PADDLERS MUST COMPLETE AND SIGN WAIVER FORM.

Remit completed registration form with payment to:

Cancer Support Community - GLV, 944 Marcon Blvd., Suite 110, Allentown, PA 18109