

**Cancer Support Community
Dragon Boat Festival
August 22, 2020
Evergreen Lake, Bath PA**

What is the Cancer Support Community Dragon Boat Festival and Who Benefits?

A community wide event that invites families, friends, co-workers, or sports teams to race for funds, fitness, and to raise awareness for the Cancer Support Community. This will mark our 3rd Annual Dragon Boat Festival. Everyone involved benefits! Spectators are entertained and inspired by the activities on and off the water. Our sponsors receive enormous media exposure and lasting good will from their involvement in this community charity event. Best of all, all money raised stays right here 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.

How Can You Help?

- Sponsor the Dragon Boat Festival at one of the levels listed
- Create a Dragon Boat team
- Join an existing Dragon Boat team
- Make a donation to an existing Dragon Boat team
- Volunteer at the event
- Purchase a vendor spot
- Attend the event

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.

Sponsor Levels

- REGATTA SPONSOR~ \$10,000 - SOLD EXCLUSIVE ~ Quadrant Private Wealth**
 - Prominent recognition on event marketing materials
 - Logo on Award Medals and Award Board
 - Participation in Eye Dotting Ceremony
 - Sponsorship recognition 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
 - Entrance fee for company team waived (\$2,500 value)
- PADDLES UP SPONSOR~ \$5,000**
 - Recognition on event marketing materials
 - Logo on Award Board
 - Participation in Eye Dotting Ceremony
 - Sponsorship recognition 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
 - Entrance fee for company team waived (\$2,500 value)
- 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)
- LITTLE DRUMMER SPONSOR ~ \$1,000**
 - Prominent logo at designated Children's Area
 - Event recognition on marketing materials
 - Sponsorship recognition in Press Releases
 - Recognition at opening and closing ceremonies
 - Vendor space
- BUOY SPONSOR \$500**
 - Event recognition on marketing materials
 - Sponsorship recognition in Press Releases
 - Vendor space

* All Sponsors of \$1,000 or more also receive

- Listing in our monthly e-newsletter, reaching 7,400
- Listing on CSC-GLV program calendar, reaching 5,500
- Listing on CSC-GLV website for one year

Sponsorship Commitment Form
Please complete and return with your
Dragon Boat Festival Sponsor Level for 2020.
THANK YOU!

YES, we would like to support the Cancer Support Community Dragon Boat Festival in 2020!

Company Name: _____
 Contact Name: _____
 Company Address: _____
 City, State, ZIP Code: _____
 Phone Number: _____ Fax Number: _____
 Contact E-mail Address: _____
 Please fax this commitment form to 610-861-9177, email to jgibbs@cancersupportglv.org,
 mail with check made payable to the
Cancer Support Community, 944 Marcon Blvd., Suite 110, Allentown, PA 18109,
 or indicate payment by credit card and include signature below:
 Dragon Boat Sponsorship Amt. \$ _____ Card Number: _____
 Signature: _____ Exp. Date: _____

What is Dragon Boating?

Dragon boating began in China more than 2000 years ago, originating from superstitious beliefs that the boat racing would ensure prosperous and bountiful crops.

The dragon boat celebrations were conducted during the summer solstice – the time of the year when natural calamities such as disease and death were more prevalent. Accordingly, Dragon Boating has come to symbolize both humankind's struggle against nature and the fight against dangerous enemies.



What does a Dragon Boat Team consist of?

A dragon boat team consists of 20 paddlers sitting two abreast, 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 forward from a standing start, the aim being to reach the finish line in the fastest time. Generally a race consists of between four and six boats.

Teams can be all men, all women, or a mixed crew with equal numbers of both men and women. Timing, strength, and endurance are three 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.

Mission

The Cancer Support Community strives to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community.

Through participation in our professionally-led support groups, workshops and healthy lifestyle activities, people of all ages affected by any type of cancer learn ways to regain control, reduce stress and isolation, and restore a sense of hope for a better quality of life.

Ways to show support:

- Make a financial contribution
- Attend or sponsor a fundraising event
- Write us in for your United Way giving
- Donate an item or service in-kind
- Include us as a planned gift beneficiary
- Volunteer in the office or on a committee
- Plan a fundraiser at work or school

Programs are made possible through donations from individuals, corporate contributions, foundation grants, and proceeds from special events. All of the funds we raise are used locally in our region serving the Pennsylvania counties of Berks, Northampton, Lehigh, Carbon, Monroe, and Warren, New Jersey. Although we are an affiliate of a global network, we are an independent nonprofit governed by a local volunteer board of directors.



Cancer Support Community of the Greater Lehigh Valley
944 Marcon Boulevard, #110
Allentown PA, 18109
(610) 861-7555
www.CancerSupportGLV.org
EIN # 73-1657537



AUGUST 22, 2020

DRAGON BOAT FESTIVAL SPONSORSHIP OPPORTUNITIES

