

ARIZONA



NA

DRAGON BOAT ASSOCIATION

March 26 & 27, 2022 • Tempe Town Lake

The Arizona Dragon Boat Association is a 501(c)(3) non-profit organization; Tax ID #42-1599346 whose primary purpose is to promote the sport of dragon boating through community involvement and education for the state of Arizona.

Dear Community Supporter:

On behalf of the **Arizona Dragon Boat Association (AZDBA)**, we are happy to announce the **17th Annual Arizona Dragon Boat Festival** to be held on **Tempe Town Lake, March 26th and 27th, 2022**. We would like to extend an invitation to you and your company to participate as a corporate sponsor, vendor and/or team at this year's event.

We are expecting this year's event to be bigger and better than ever, and are anticipating attendance at this Spring's festival to be our biggest ever. With continued planned improvements in our facilities and operations, it is our goal to provide all of our guests a unique and unforgettable experience. Our festival committee and volunteers are already busy getting ready for the big weekend.

We are asking the metro Phoenix community businesses to support the **17th Annual Arizona Dragon Boat Festival** with cash and/or in-kind donations. With an expected attendance of over **5,000 visitors** and competitors at the festival over the 2 days, this is great exposure for your company as it offers many benefits to our sponsors.

As a 501(c)(3) non-profit organization since 2003, the AZDBA will use the proceeds from this annual event to support local, non-profit charities such as:

Arizona Disabled Sports

Breast Cancer Survivors

Youth Programs

AZDBA is a non-profit organization whose mission is to promote the sport of dragon boat paddling through community involvement and education. Membership includes participants of all ages, backgrounds, and fitness levels from across the metro Phoenix area.

Thank you for your consideration to support the AZDBA's 17th Annual Dragon Boat Festival. Please see the attached pages for additional details and contact info. You may also visit our website at www.azdba.org. Our representatives look forward to meeting with you.

Respectfully,

AZDBA President

AZDBA Festival Chair

Ash Lagazo

Desiree Simmons

SPONSOR BENEFITS

Brand Recognition

Associate your corporate brand with the growing sport of Dragon Boat Racing; through a program ad, team sponsorship, display and promotion of your company in a vendor booth, recognition in opening and closing ceremonies and several other opportunities

Corporate and Community Goodwill

Promote goodwill of corporate sponsors in the immediate community for their support of Arizona Disabled Sports athletes and their families.

Team Building Fun Filled Event for Employees

Increase employee loyalty and morale by having employees and their families spend a day at the festival bonding and racing as a corporate team.

Build Market Share

Sponsors can significantly increase their market share to targeted communities (e.g. Asian community, water sports, etc.).

For additional information on sponsorship/teams/vendor opportunities, please contact:

Russ Downs (480) 784-7767 | Binal Patel (612) 384-2901

Email: sponsors@azdba.org or visit us online at www.azdba.org

SPONSOR LEVELS

<i>Sponsorship Descriptions</i>	TITLE \$10,000	PLATINUM \$5,000	GOLD \$3,000	SILVER \$2,000	BRONZE \$1,000
One Festival Race named after sponsor ⁱⁱ	X				
Name and Logo on downtown Tempe street banner ^{i, ii, iii}	X				
Company name/logo featured in all printed event material ^{i, ii}	X				
Dragon Boat race entry fee waived for one team	X				
Participation in open and closing/awards ceremony ⁱⁱ	X	X			
Vendor booth provided	X	X			
Dragon Boat race entry fee for one team at ½ price	X	X			
Advertisement in festival program (page) ^{i, ii, iii}	FULL	FULL	Half	Quarter	Eighth
Company name and logo on www.azdba.com with link to Company's website ^{i, ii, iii}	X	X	X	X	X
Recognition at opening ceremonies ⁱⁱ	X	X	X	X	X
Company name and logo included in event posters and flyers (subject to final printing date) ^{i, ii, iii}	X	X	X	X	X

i. Includes cash and in-kind donations / ii. If there is more than one sponsor at this level, there will be split recognition / iii. Subject to approval and/or deadlines

WISH LIST

AZDBA recruits approximate 100+ volunteers to assist to with two-day event and are in need of the items listed below to support this community service. Please support the AZDBA by donating items from the wish list below.

Note: All donations are tax deductible and will be acknowledged in the Festival Program and appreciated by AZDBA. Thank you!

Festival Necessities

- Festival programs (1000)
- Race awards / medals
- Gift baskets to raffle
- Gift cards for raffles/auction

Support for Volunteers – each day for 2-day event

- 120 volunteer t-shirts (with your company’s logo)
- Breakfast items – pastries, bagels, muffins, fruit, juices, snacks, energy bars
- Brewed coffee, cups, creamer
- Lunch items – sandwiches, pizza, Chinese food, etc.
- Bottled water / Soda (cans)
- Paper plates, utensils, napkins
- First aid kit
- Clipboards and pens

Kidz Lair Supplies

- Crayons, pencils and/or water-based markers
- Safety Scissors
- Coloring books / Construction paper
- Face Paint

Miscellaneous Items

- Golf Cart usage or rental for festival weekend
- Foam / plastic ice chest / coolers
- Flowers for dignitaries
- Pop-Up Canopies / Tents
- Ice, Ice and more Ice

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Recognition and thanks to some of our past and regular sponsors!

State Farm (TITLE)
Henkel
Dave & Buster’s

Wells Fargo
Wilson Electric
City of Tempe

SRP
Blackboard
AT&T

Aetna
ASU
Chompie’s

ABOUT US...

The AZDBA was founded in Tempe in 2003 as a 501(c)(3) non-profit organization and is a member of the Pacific Dragon Boat Association (PDBA) of America and part of the United States Dragon Boat Federation (USDBF) and the International Dragon Boat Federation (IDBF). Its mission is to promote cultural awareness, amateur sports and education. Bringing to life this ancient Chinese celebration and the practice of the sport on Tempe Town Lake is a focal point of many of its activities.

The Festival provides a window into the Asian culture and an opportunity for our youth, teens, adults, senior citizens and physically/mentally challenged to participate in a team sport while promoting friendships, fitness, health and wellness, and creating an awareness and respect for cultural diversity and of people from all walks of life.

One focal point of the AZDBA festival is the inclusion of Breast Cancer Survivor teams (BCS) since its inception in 2004. Festival registration fees for BCS teams are waived. It is anticipated that this year's teams will arrive from CA, TX, MN, and as far away as Canada. Following the BCS races, a special ceremony is conducted on both land and water to honor those who passed and those unable to race. Each survivor is handed a pink carnation, and the rest of the paddlers welcome the survivors as they disembark and return to shore.

In 2007, the Arizona Dragon Boat Festival invited the Special Olympics Arizona to race at the Festival. Ronda Carlson (AZDBA) and Jim Rudow (City of Mesa Association of Sports for the Disabled) successfully pulled together two Special Olympic and Unified Partner teams, one from the City of Mesa, and one from the City of Tempe, with an athlete count of 24 Special Olympians and 16 Unified Partners.

The program has since expanded to three teams with 75 paddlers. A Special Athletes division has been included in the festival racing schedule ever since. The AZDBA is proud to be the first to showcase Special Athletes Dragon Boat teams as competitors in the United States and has been sharing the Arizona Special Athletes Dragon Boat team's achievements with organizations from other states and countries.

Since then, AZDBA has added additional community partners to promote Dragon Boat paddling to adaptive and disabled athletes. Since 2016, AZDBA has co-hosted the Peddle 'N Paddle Fest **with Arizona Disabled Sports** and **Adaptive360** every October at Tempe Town Lake. This event allows anyone with a physical disability to try their hand at new experiences with an adaptive cycle and/or paddling in a Dragon Boat equipped with special seating accommodations.

And in 2017, AZDBA started **Team Blue**, their first ever year-round Adaptive/Disabled paddling crew. Team Blue is comprised of a group of disabled veterans and they are equipped to support a wide range of disabilities – PTSD, TBI, MS, amputation, hearing/vision impairment, among many other physical limitations. They practice weekly, while looking forward to competing against other adaptive teams each year at our local festival!