

HOUSTON DRAGON BOAT ASSOCIATION



BOAT SPONSORSHIP/ NAMING RIGHTS PROPOSAL 2004



Chairman
Eugene Lee
Linbeck

**President/
Executive Director**
Caroline Long, D.C.

Secretary & Treasurer
John Cochran
Gardere Wynne Sewell LLP

Board Members
Thomas Au
Poung Au Design

Pat Charnveja
PSC Marketing International

Michael Jhin
St. Luke's Episcopal
Health System

Allen Richards
Continental Airlines

Nick Rivera
Puerto Rico Federal Affairs
Administration

Olga Thompson,
Insurance Associates of
the Southwest

Committee Members

Raul Castor
John Chen
Shane Chen
Ben Cheng
Marta Crinejo
Natalie Dinh
Paul Dunham
Gretchen Ferguson
Wendy Fong
Andrew Gee
Jenny Gosal
Patricia King-Ritter
Billy Kung
David Lam
Steve Lo
Patrick Long
Brian Lumpkin
Jannette Nguyen
John Seo
Adrienne Schwartz Meyer
Grace Rodriguez
Irsan Tisnabudi

Welcome to the world of Dragon Boat Racing!

In 2004, the Houston Dragon Boat Association will present the 4th annual Houston Dragon Boat Festival on May 1 on Buffalo Bayou; and expand its activities to include the inaugural Gulf Coast International Regatta on October 23 at Clear Lake Park.

4th Annual Dragon Boat Festival May 1, 2004 at Allen's Landing, Downtown Houston

In this signature event, teams race on a 250-meter stretch of Buffalo Bayou to take home the revered "Dragon Cup". The Festival features food, music, and entertainment of various Asian cultures. The event is an energizing team building activity for people of all skill levels. This year, it will be held in conjunction with "The Bayou Beckons", the Buffalo Bayou Partnership's 34th annual canoe regatta.

Inaugural Gulf Coast International Regatta October 23, 2004 at Clear Lake Park

The calm, beautiful water at Clear Lake Park provides an ideal venue for a large-scale dragon boat regatta. The event promises to attract teams from Houston, across the United States, and around the world.

To support these events and to provide year-round dragon boating opportunities for Houstonians, the Houston Dragon Boat Association is seeking six (6) boat sponsors to enable the purchase of six dragon boats.

Boat sponsors receive a number of significant benefits, including the right to name a boat, five team entries to be used (one per year for five years) in a Festival or Regatta, and extra practice sessions. A detailed listing of benefits follows.

Please contact **President/Executive Director Caroline Quan Long** at **(832) 687-7208** or **drquanlong@yahoo.com** regarding boat sponsorship/naming rights or to inquire about event sponsorship opportunities.



2003 Team Sponsors

JPMorgan Chase
APAHA
ConocoPhillips
Continental Airlines
Houston Astros
Kroger
Lighting Associates Inc
METRO
MetroBank
St. Luke's Episcopal
Health System
Texas Electric Choice
Accenture
Asia Society Texas
Buffalo Bayou
Partnership
Houston Chinese
American Lions Club
Houston Community
College
Houston Junior Chamber
of Commerce
Houston Rockets
Law Offices of Harry
Gee & Associates
Quan, Burdette &
Perez, P.C.
Randall's
Rice Addict
Tindall & Foster, P.C.

Past Media Coverage

Houston Chronicle
Houston Press
Southern Chinese Daily
USAsia Today
World Journal
Texas Monthly
Rice Addict
Asia Blue
Houston Intown
Channel 2
Channel 11
Channel 13
Channel 24
Channel 26
Channel 39
Sohu.com

History

The Houston Chinese American Lions Club held the first Houston Dragon Boat Festival in October 2001 with eight teams competing and the second Houston Dragon Boat Festival in May 2002 with twelve teams. In January 2003, the Houston Dragon Boat Association incorporated as a Texas non-profit to promote the cultural and sporting tradition of dragon boating, to increase awareness of Asian and Asian-American culture and cross-cultural understanding, and to raise money for charitable purposes.

This past May, Houston Dragon Boat Festival 2003 welcomed an estimated three thousand Houstonians, representing a myriad of cultural backgrounds, including twenty different Asian countries. Houston Dragon Boat Festival 2003 featured eighteen teams, ten entertainment groups, celebrity emcees from the major television stations, food vendors, and participation by the Houston Astros, Houston Rockets, and Houston Texans.

General Corporate and Community Benefits

Dragon boat racing offers organizations a special opportunity to capitalize on:

- **Corporate team-building** - Two practice sessions and multiple races on race day boost team morale and create a high-performing team. Effective teamwork is the key.
- **International appeal** – Dragon boat racing is one of the fastest growing outdoor sports in the world. New to Texas, dragon boat festivals have been held for years in Asia, Europe, Canada, and other parts of the U.S.
- **Downtown rejuvenation and economic development** – The Festival showcases the recent renovation of Allen's Landing Park, the historic birthplace of Houston. The Regatta will become a major international event in the Bay Area.
- **Diversity** – The Festival is one of the largest multicultural gatherings in Houston.
- **Charity** – Proceeds benefit local Houston charities in three areas: health and fitness; parks and waterways; and cross-cultural awareness.



Boat Sponsor/Naming Rights Benefits

Sponsorship Amount: \$20,000

- Name & up to two corporate colors on a dragon boat for five years (boat will be purchased new)
- Name or logo displayed as boat sponsor on event banner, event t-shirt, event program, and www.houstondragonboat.com website for five years (applies to each year's Festival and Regatta)
- Listing as a boat sponsor in pro bono ads to the extent provided by the Houston Chronicle (pro bono ads were provided in 2002 and 2003)
- Listing as a boat sponsor in the sports center section of www.sohu.com, China's leading internet portal site (www.sohu.com featured Houston Dragon Boat Festival 2003 and has committed to feature Houston Dragon Boat Festival 2004)
- Multiple announcements as a boat sponsor at each year's Festival and Regatta for five years
- Opportunity for your representative to participate in the "Awakening the Dragon" ceremony by painting the eyes of the dragon at the start of each Festival or Regatta for five years
- Five team entries (one entry per year for five years, \$12,500 value) into either the Houston Dragon Boat Festival or the Gulf Coast International Regatta, to be used in 2004-2008
- One extra practice session per team entry for a total of five extra sessions
- Use of two tents per team entry for a total of ten tents (standard is one tent per team)
- Additional standard team sponsor benefits for the five team entries (one entry per year for five years, for 125 team members) as outlined below:
 - Two standard team practice sessions per team (total of ten standard practice sessions)
 - T-shirts on race day for five teams (125 team members)
 - Snacks on race day for five teams (125 team members)
 - Web link to your home page from the Houston Dragon Boat Association website



SPONSORSHIP ACCEPTANCE

We, _____, agree to become a Boat Sponsor in exchange for previously mentioned benefits. The sponsorship amount will be paid in full by January 31, 2004, or in accordance with a mutually agreed installment schedule.

Authorized Signature

Date

Printed Name

Title

Company Name

Work Phone Number

Company Address (Street)

Work Fax Number

Company Address (City, State, Zip)

Work Email

Please return a signed copy with sponsorship check to:

Caroline Quan Long
President/Executive Director
Houston Dragon Boat Association
4723 Waring Street
Houston, TX 77027

Or fax to: **(713) 257-6683**

Checks should be made payable to: **Houston Dragon Boat Association**

Boat sponsorship is available on a first-come, first-serve basis.

Houston Dragon Boat Association
2004 Boat Sponsorship/Naming Rights Proposal