

**TEXAS DRAGON BOAT ASSOCIATION**

P.O. Box 980972  
Houston, Texas 77098

713-205-7373

director@texasdragonboat.com  
www.texasdragonboat.com

**PRESIDENT/EXECUTIVE DIRECTOR**  
David Mandell



# FESTIVAL/REGATTA SPONSORSHIP LEVELS

13th Annual Gulf Coast International Dragon Boat Regatta  
October 8-9, 2016

## **ABOUT THE TEXAS DRAGON BOAT ASSOCIATION**

The Texas Dragon Boat Association is a 501(c)(3) Texas non-profit corporation. Our mission is  
"To promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding."

# WHY SHOULD YOU SPONSOR?

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

## ORGANIZATION TEAMBUILDING

An advance practice session and multiple races on event day boost team morale and create a high-performing team (20 paddlers, 1 drummer, and 4 alternates). Teamwork is the key. All equipment is provided, and coaches provide training and serve as the steerspersons.

## MARKETING

The Festival and Regatta represent landmark annual Asian festivals in Houston.

## COMMUNITY VISIBILITY

Past Festivals and Regattas have received wide media coverage, including print, radio, and television. Sponsors will be recognized on t-shirts, in announcements during the events, on the web site and web links, and through other channels.

## DIVERSITY

The Festival and Regatta are two of the largest multicultural gatherings in Houston (Harris County) and Sugar Land (Fort Bend County). Three thousand to five thousand people per day are expected.

**To promote  
the tradition of  
dragon boating,  
increase awareness  
of Asian and  
Asian-American culture,  
and enhance cross-  
cultural understanding.**

**BOARD**

Jim Travlos – Board Chairman  
David Mandell – President/Executive Director  
Caroline Long, D.C. – Secretary

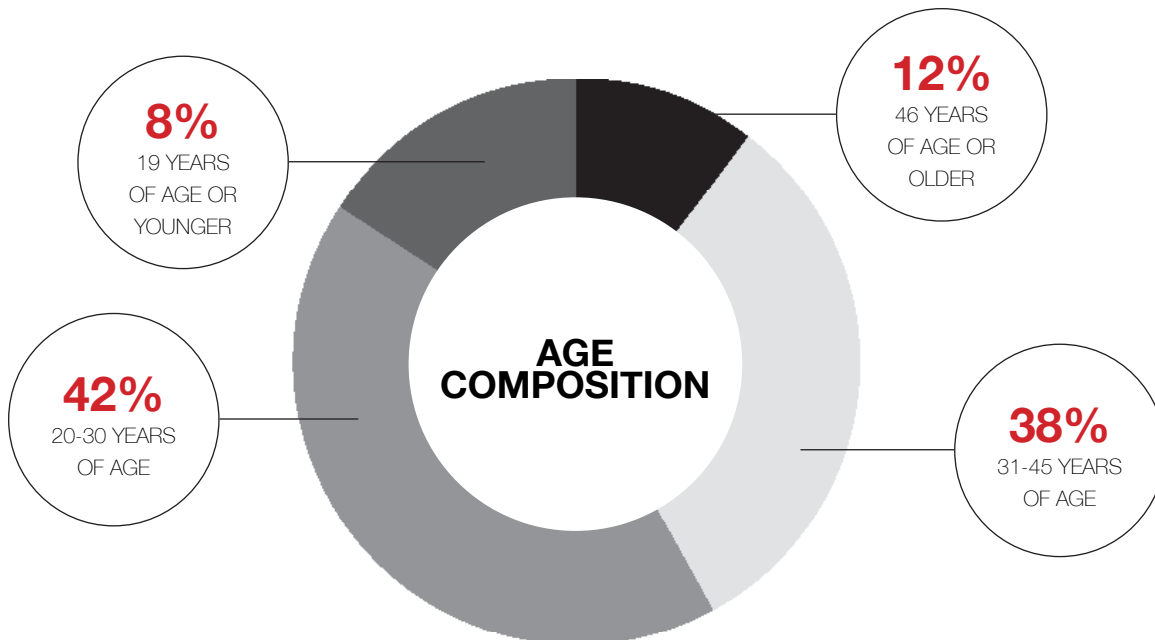
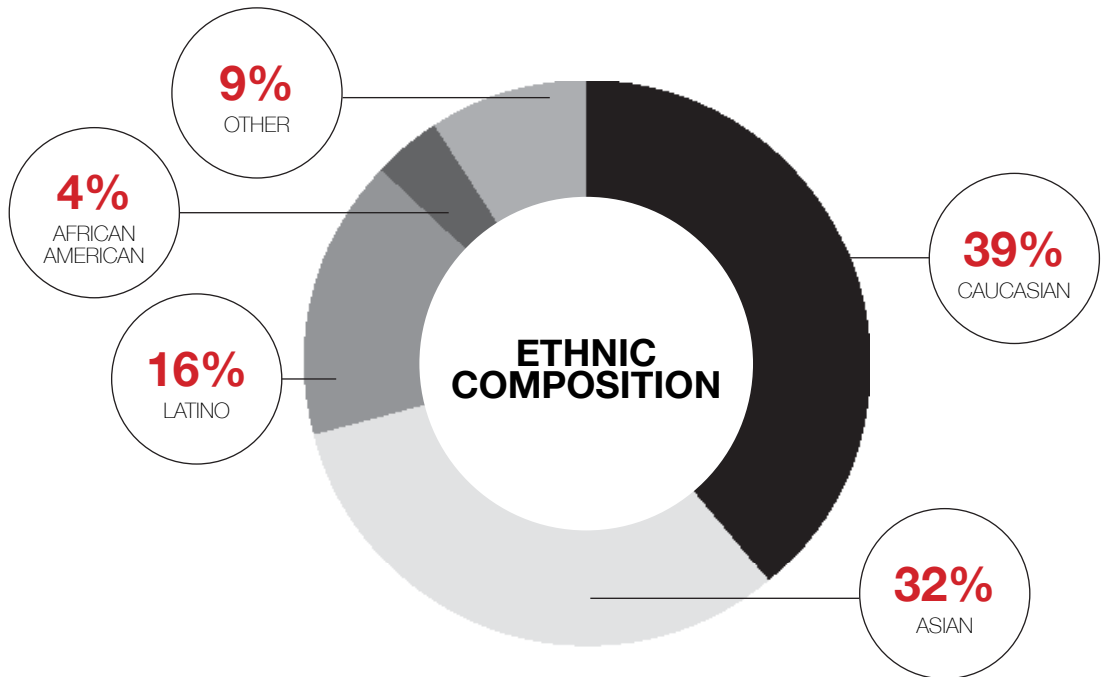
**HONORARY CHAIRMEN**

Michael Jhin – St. Luke's Episcopal Health System  
Eugene Lee – Chairman Emeritus, Essex Commercial Properties

**BOARD DIRECTORS**

Brian Chiu – MD Anderson  
Caley Eichenlaub – MHMRA of Harris County  
Curtis Tipton – Walmart  
Dena Peavler – Community Volunteer  
Gary Liu – Ernst & Young  
Huang Quan Vu – Gardere Wynne Sewell LLP  
William A. LeSage – OFS Portal, LLC

# ESTIMATED PARTICIPATION & ATTENDANCE DEMOGRAPHICS:



#### PAST MEDIA COVERAGE

002 Houston Magazine  
Greensheet  
YELLOW Magazine  
What's Up Houston  
Houston Chronicle  
Houston Press  
Houston Intown  
Houston Star  
Texas Highways  
Texas Monthly  
Rice Addict  
Asia Blue  
Northeast News  
FIL-AM Press  
Bay Runner Magazine  
Galveston County Daily News  
Southern Chinese Daily  
World Journal  
Sohu.com  
Health & Fitness Magazine  
Greater Houston Weekly  
H Texas Magazine  
Greater Houston Convention  
& Visitors Bureau  
Bay Area – The Citizen  
Clear Lake East Community  
Newsletter  
The Observer  
Bay Area Sea Breeze  
City of Nassau Bay City News  
Bilingual Texas Digest  
West University Examiner  
Saigon Tex News  
Mariner's Log  
The Scene Magazine  
Tropicalattitude  
Channel 2  
Channel 11  
Channel 13  
Channel 17  
Channel 24  
Channel 26  
Channel 39  
Channel 45



# WHO IS THE TEXAS DRAGON BOAT ASSOCIATION?

Eight teams participated in the first Houston Dragon Boat Festival on Buffalo Bayou in downtown Houston in 2001. Held each May, the Festival has expanded to include over 30 teams, numerous arts & crafts and food vendors, day-long Asian cultural performances, and 5,000 attendees.

In 2004, TDBA inaugurated a second, two-day event, the Gulf Coast International Dragon Boat Regatta at Clear Lake Park, and now in Sugar Land, TX, held each October.

The Texas Dragon Boat Association is a 501(c)(3) whose mission is to promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding. Funds raised from the Festival and Regatta will be used to build two boathouses – one on Buffalo Bayou and one in Fort Bend County, TX – and to establish a year-round corporate/community teambuilding program, youth education program, and breast cancer survivor program.

# CORPORATE TEAM SPONSORSHIP

# \$2700

## LIMITED TO 30 SPONSORS

- Team entry for 25 team members
- Two advance practice sessions (weather permitting)
- Name displayed as team sponsor on event program, event signage, and link on our website at **[www.texasdragonboat.com](http://www.texasdragonboat.com)**
- Mention in Texas Dragon Boat Association press releases about the event
- Multiple announcements as a team sponsor on the day of the event
- T-shirts on Race Day for 25 Team Members
- Discounted sponsorship fee available for sponsoring both in the May Festival and October Regatta
- Priority registration for next year's Houston Dragon Boat Festival or Gulf Coast International Dragon Boat Regatta



# FESTIVAL SPONSORSHIP

# \$5000

## LIMITED TO 4 SPONSORS

### **FOOD COURT SPONSOR:**

- Corporate Sponsorship (see above)
- Location reserved at Food Court (4-5 food vendors anticipated) for company banner
- Acknowledgement in program and announcement during the day about the “[Your Company Name] Food Court”
- Company logo on T-Shirts and Programs
- Vendor booth to display company products

### **KID ZONE SPONSOR:**

- Corporate Sponsorship (see above)
- Location reserved at Kid Zone or Vendor Area surrounded by all of the kids’ activities and booths for company banner
- Acknowledgement in program and announcement during the day about the “[Your Company Name] Kid Zone”
- Company logo on T-Shirts and Programs
- Vendor booth to display company products

# FESTIVAL SPONSORSHIP

(CONTINUED)

## **VENDOR AREA SPONSOR:**

- Corporate Sponsorship (see above)
- Acknowledgement in program and announcement during the day about the “[Your Company Name] Vendor Court”
- Company logo on T-Shirts and Programs
- Vendor booth to display company products

## **DOCK SPONSOR:**

- Corporate Sponsorship (see above)
- Location reserved at Marhshalling/Dock Area (All teams must pass through this area before boarding dragon boats) for company banner
- Acknowledgement in program and announcement during the day about the “[Your Company Name] Dock Area”
- Company logo on T-Shirts and Programs
- Vendor booth to display company products



# PADDLE SPONSORSHIP

**\$7500**  
**LIMITED TO 1 SPONSOR**

- High Visibility: Company Name on 120 Paddles during Practice Sessions and Festival/Regatta Event Days
- Paddles will be seen in photographs and video of the event
- Acknowledgement in program and announcement during the day
- Company logo on T-Shirts and Programs
- Vendor booth to display company products

**NOTE:**

For a total of \$15,000, Company can be a Paddle Sponsor for the entire 2015 season, in which case benefits will apply during both the May Festival and the October Regatta. The paddles will be used in dragon boat festivals in Louisiana, Oklahoma, and Texas. Other equipment and services will be provided by the Texas Dragon Boat Association.

# **BOAT NAMING SPONSORSHIP**

**\$10000**  
**PER BOAT**

The Texas Dragon Boat Association owns 8 dragon boats.

All boats are available for boat naming sponsorships.

Please contact the Texas Dragon Boat Association for details.

# FESTIVAL TITLE SPONSORSHIP

# \$20000

**(MULTI-YEAR SPONSORSHIP ARRANGEMENTS AVAILABLE)**

## **TITLE RECOGNITION:**

- Corporate Name incorporated into the title of the event: “[Company Name] Houston Dragon Boat Festival”
- Press conference to publicize title sponsorship
- Press releases to reference Company as title sponsor
- Recognition in newspaper ads (subject to donation of advertising space)
- Greeting and photo from Executive Representative in the event program
- Executive Representative will provide official welcome in opening ceremony and/or closing ceremony
- Company name and logo incorporated on event signage, event t-shirt, and [www.texasdragonboat.com](http://www.texasdragonboat.com) web site as Title Sponsor
- Web link to home page from the Texas Dragon Boat Association website
- Prime stage location reserved for company banner at event
- Top, prominent, and frequent recognition by the celebrity emcees during the event

## **RACE ENTRIES:**

- Two company team entries (25 members per team) in the event
- Two advance practice session for each Company team, weather permitting (on a previous weekend)
- T-shirts on the day of the event for each team member

# **FESTIVAL TITLE SPONSORSHIP**

**(CONTINUED)**

## **EVENT DAY PRODUCT PLACEMENT AND MARKETING:**

- Company will receive complimentary vendor booth
- Opportunity to distribute samples and promotional materials in coordination with the official activities, and recognition as “official product”

## **PRIORITY REGISTRATION FOR 2016:**

- Priority team registration for 2016
- First opportunity to become Title Sponsor of the 2016 event

# PAST TEAM SPONSORS



## PRESENTING

WAL-MART  
Johnson Development

## DOCK

El Paso Energy  
RBC Dain Rauscher

## YOUTH

Awty International School  
Clear Lake High School  
Clements High School  
Communities In School  
Dulles High School  
Furr High School  
Glenda Dawson High School  
Houston Academy of  
International Studies  
Houston Parks & Recreation  
KIPP Houston High School  
Las Americas Education  
Lee High School  
San Jacinto Girl Scouts  
Sharpstown International School  
St. Agnes Academy  
St. John's School  
Strake Jesuit  
Village School

## CORPORATE

Accenture  
Amegy Bank  
American Express  
Andrews Kurth  
AT&T / SBC  
Bank of Texas  
BG  
BP  
CenterPoint Energy  
CGG  
ConocoPhillips  
Deloitte & Touche  
Direct Energy  
EagleBurgmann  
EastWest Bank  
ExMar Offshore Company  
Energy Transfer  
Enterprise Rent-A-Car  
Fluor Corporation  
Halliburton  
HEB  
Houston Astros  
JPMorgan Chase  
Kroger  
Lockheed Martin Space  
Operations  
Medical Insights and Care Unlimited,  
LP  
MD Anderson  
Minute Maid  
Noble Energy  
Randalls Food Market  
RBC Dain Rauscher  
Reliant Energy  
Schlumberger  
Shell Trading  
Silver Eagle Distributors  
South Shore Harbour & Resort  
Tara Energy  
Toshiba  
United Space Alliance  
Wal-Mart  
Wood Group Kenny  
Wells Fargo

## COMMUNITY AND MUNICIPAL

Aga Khan Rowing Club  
APCA  
Asia Society Young Professionals  
Asian Chamber of Commerce  
Beast Unleashed  
Bayou City Outdoors  
BONA Fitness  
CHUM Diving Club  
Clear Lake Oars  
City of Nassau Bay  
FYP Island Warriors  
Hokulele  
Houston Baptist University  
Houston Chinese Alliance  
Houston Gavel Dragons  
Houston Heat Dragon Boat Club  
Houston Police Department  
Houston Rowing Club  
Krewe du Lac  
Legend of Taiwan  
Lone Star Veterans  
Martial Arts Fitness Academy  
Medical Fitness Pros  
Red, White, and Blue  
Sugar Land Police Department  
Team Hokulele  
Texas Chiropractic College  
World Entrepreneurs Organization  
Sugar Land Draggin Tails  
University of Houston- Downtown  
VAPSS

## BREAST CANCER SURVIVORS AND FRIENDS

All Hands Abreast  
Pink Phurree  
Cajun Invasion  
Global Federation of Chinese  
Business Women  
Hope Initiative  
International Pink Sisters  
Komen Foundation  
Memorial Hermann  
Pink Ribbon Society/The Rose

## VISITING

Abreast In A Boat (BCS)  
Austin Coolers  
Bay Area Dragons  
Canadians Abreast (BCS)  
Cajun Invasion (BCS)  
Dallas Delites  
Dragon Warriors  
International Pink Sisters  
KLM Dutch Blue Dragons  
Tampa Bay Dragon Boat Club  
Team Skittles  
Three County Dragons  
Ukraine Dragon Boat Federation