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.*"
WELCOME TO THE WORLD OF DRAGON BOATING

Dragon boat racing is the world’s fastest growing water sport. It combines tradition with modern day teamwork, enthusiasm, and strategy.

HOW DO YOU DRAGON BOAT?
We provide traditional Hong Kong style BuK Dragon Boats for our event. These boats measure 40 feet in length, 4 feet in width, and carry 20 paddlers, 1 drummer, and 1 steersperson. On average, these boats weigh 500 pounds. Teams will race down course ranging from 250m – 2000m on the day of the Regatta. Teams are provided with practice sessions prior to race day.

No prior experience is necessary to race dragon boats! The important thing to have is a competitive spirit and the ability to work together as a team. Synchronicity is more important than strength.
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
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Caroline Long, D.C. – Secretary

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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 website 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.
ESTIMATED PARTICIPATION & ATTENDANCE DEMOGRAPHICS:

ETHNIC COMPOSITION:
- 39% Caucasian
- 32% Asian
- 16% Latino
- 4% African American
- 9% Other

AGE COMPOSITION:
- 42% 20-30 years of age
- 38% 31-45 years of age
- 12% 46 years of age or older
- 8% 19 years of age or younger
- 9% Other
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.
SPONSOR BENEFITS

$2700 PER EVENT

($2500 by Early Registration*)

- 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
- Priority registration for next year’s Houston Dragon Boat Festival or Gulf Coast International Dragon Boat Regatta

Title and event sponsorship opportunities and boat naming opportunities are available
Corporate Team Sponsorship Entry Form

Sponsorships are limited and available on a first-come, first-serve basis, with priority given for sponsors from the prior dragon boat season.

**COMPANY INFORMATION**

- COMPANY/ORGANIZATION NAME*
- TEAM NAME, IF DIFFERENT FROM ABOVE*
- COMPANY/ORGANIZATION WEBSITE ADDRESS

**TEAM CAPTAIN INFORMATION**

- NAME
- WORK PHONE NUMBER
- CELL PHONE NUMBER
- EMAIL ADDRESS

*FOR MARKETING PURPOSES

Checks should be made payable to: **Texas Dragon Boat Association**
Tax ID Number: **45-0499627**

MAIL SIGNED FORM AND CHECK TO:  Texas Dragon Boat Association  
P.O. Box 980972  
Houston, Texas 77098

SCANNED FORMS:  
director@texasdragonboat.com  
FAX: (713) 490-2226
We, __________________________________________________, agree to become a Team Sponsor for:

- **HOUSTON DRAGON BOAT FESTIVAL** May 2, 2019
  \[\text{EARLY REGISTRATION DEADLINE: FEBRUARY 2, 2019 } | \text{ REGULAR REGISTRATION DEADLINE: APRIL 2, 2019}\]
- **CLEBURNE DRAGON BOAT FESTIVAL** June 29-30, 2019
  \[\text{EARLY REGISTRATION DEADLINE: MARCH 29, 2019 } | \text{ REGULAR REGISTRATION DEADLINE: MAY 29, 2019}\]
- **GULF COAST INTERNATIONAL DRAGON BOAT REGATTA** October 12-13, 2019
  \[\text{EARLY REGISTRATION DEADLINE: JULY 12, 2019 } | \text{ REGULAR REGISTRATION DEADLINE: SEPTEMBER 12, 2019}\]
- **SAN ANTONIO DRAGON BOAT FESTIVAL** November 2, 2019
  \[\text{EARLY REGISTRATION DEADLINE: AUGUST 2, 2019 } | \text{ REGULAR REGISTRATION DEADLINE: OCTOBER 2, 2019}\]

**SPONSORSHIP FORM PAGE 2 OF 2**

Deadlines to receive sponsorship benefits:

- $2,500 per Event (Early Registration)
- $2,700 per Event (Regular Registration)

Please select the option you would like to provide for your team at the event site:

- [ ] We will bring our own tent. (PLEASE PROVIDE TENT SIZE: ____________________ )
- [ ] We would like to rent a tent at the cost of $150

**SPONSORSHIP ACCEPTANCE**

_________________________________________________________  __________________________
AUTHORIZED SIGNATURE  DATE

_________________________________________________________
PRINTED NAME  TITLE

**COMPANY INFORMATION**

_________________________________________________________
COMPANY NAME

_________________________________________________________
STREET ADDRESS

_________________________________________________________
CITY  STATE  ZIP CODE

*Texas Dragon Boat Association is a 501(c)(3) Texas non-profit corporation. In the event that TDBA shall be prevented from performing any of its obligations under the terms of this agreement by an act of God, by inclement weather (for example flash floods, excessive winds, tornados, hurricane, lightning, fire, etc.) or by the occurrence of any other event beyond its control, it shall be excused from any further performance of the obligations and undertakings set forth under the terms of this agreement. We regret that sponsorships are non-refundable. Sponsorships are limited and available on a first-come, first-serve basis, with priority given for 2015 sponsors. Please know that by turning in this team registration, you will be financially responsible for the balance.*