

WINDSOR • ESSEX

DRAGON  
BOAT

FESTIVAL

FOR THE CURE



2016 Sponsorship Opportunities

## Windsor Essex Dragon Boat Festival

# 2016 Sponsorship Opportunities

On Saturday, July 9th, the 2016 Windsor Essex Dragon Boat Festival for the Cure will return for its 14th year of helping to ensure that the very best breast cancer screening, diagnosis, and treatment is available for patients close to home.

Thanks to the incredible generosity of our sponsors and donors, the festival has donated more than **3.4 million dollars** for state-of-the-art breast cancer detection and treatment equipment for Windsor area hospitals. All of this thanks to our amazing sponsors!



### What does sponsorship mean for *your* business?

1. Put your business in the spotlight
2. Find new clients, new customers, new business
3. Showcase your products and services to a large audience
4. Market your business, products, and services inexpensively
5. Demonstrate your commitment to community involvement and giving back

You can be a vital part of this fantastic fundraising event by becoming an official sponsor. All proceeds from the 2016 Dragon Boat Festival will continue to support local hospitals, patients, and their families. By becoming a sponsor, you can help make sure that women from across our region receive the gold standard in cancer care right here, close to home. Thousands of patients and their families will thank you!

As a sponsor, you will not only have the chance to promote your business to thousands of participants, volunteers, donors, and event attendees, but also show your community spirit, corporate social responsibility, and commitment to healthcare in the Windsor Essex region. Sponsors like you have helped provide key diagnostic machines, including a Digital Radiography (X-Ray) Machine, among others.

It would be our pleasure to ensure that you achieve your sponsorship goals and we would be happy to discuss specific requirements with you. Please don't hesitate to call. We truly appreciate your support in considering this request and look forward to speaking with you soon!

## FOR MORE INFORMATION

*Beth Noakes, Executive Director*  
519-817-7767, [dragonboatbeth@gmail.com](mailto:dragonboatbeth@gmail.com)

*Gerry Orum*  
519-915-6036

<b>Sponsorship Benefits</b>	<b>Platinum \$15,000</b>	<b>Gold \$10,000 3 available</b>	<b>Silver \$7,500 5 available</b>	<b>Bronze \$3,500 10 available</b>	<b>Teak \$1,500</b>
Exclusive Naming Rights for Event Title, Logo, & Trophy	✓				
First Right of Refusal on 2017 Platinum Sponsorship	✓				
Opportunity to Hold Festival News Conference at Place of Business	✓				
Introduction of Company Representatives at Opening Ceremony & News Conferences	✓				
Radio Advertisement	✓	✓			
One Free Team Practice	✓	✓			
Dragon Boat Team(s)	2 Teams	1 Team	1 Team		
Social Media Feature	✓	✓	✓		
6x6 Floating Advertisement on Racecourse	✓	✓	✓		
Company Tent	20x20	15x15	15x15	15x15	
Company Banner Displayed Prominently in the Park	✓	✓	✓	✓	
Company Name and Logo on “Thank You” Insert	✓	✓	✓	✓	✓
Company Logo Featured on a Dragon Boat	✓	✓	✓	✓	✓
“Proud Sponsor” Sign Provided for Place of Business	✓	✓	✓	✓	✓
Company Name Featured on Official Event Display	✓	✓	✓	✓	✓
Company Name/Logo Featured on Promotional Material, Website, & Social Media	✓	✓	✓	✓	✓
Post Event Acknowledgment in “Thank You” Advertisement	✓	✓	✓	✓	✓

## SPONSORSHIP – IT LOOKS GOOD, BUT IT FEELS EVEN BETTER...

One in nine women will be diagnosed with breast cancer in their lifetime. Five thousand Canadian women die from it every year. That's 14 of our mothers, sisters, daughters and friends every day. What is known is that early detection is crucial.

Here's a quick look at how sponsors have helped make sure patients in Windsor Essex have access to world-class breast cancer screening, diagnosis, and treatment close to home:

- Over **3.4 million dollars** donated to Windsor-Essex Hospitals
- Wait times for surgery reduced from **6 months to 2 weeks**
- All money raised **stays in our community**, benefiting local hospitals, patients, and families
- **Thousands of lives impacted**, many of them saved – thanks to sponsors like you
- Key **state-of-the-art diagnostic equipment** donated, including a full field digital mammography system, a mammatone machine, and a core biopsy steriotatic attachment
- Currently in the third year of our 1.2 million dollar pledge – **we need your help!**

## THANK YOU!

