

**2017 WINDSOR ESSEX**

**DRAGON  
BOAT**

**FESTIVAL FOR THE CURE**

**15<sup>TH</sup> ANNIVERSARY**



**2017 Sponsorship Opportunities**

## Windsor Essex Dragon Boat Festival

# 2017 Sponsorship Opportunities

On **Sunday, July 9th, 2017**, the Windsor Essex Dragon Boat Festival for the Cure will return for its **15th year** of helping to ensure that the very best in breast cancer screening, diagnosis, and treatment is available close to home for patients and their loved ones.

Thanks to the incredible generosity of our sponsors and donors, the festival has donated more than **3 million dollars** towards the purchase of state-of-the-art breast cancer detection and treatment equipment for Windsor area hospitals.



### 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 become an essential part of this fantastic fundraising event by joining as an official sponsor. All proceeds from the 2017 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. Generous sponsors like you have helped patients and their families by contributing to the purchase of key diagnostic machines to local hospitals.

We are a registered charity and can issue a tax receipt to donors. It would be our pleasure to ensure that you achieve your sponsorship goals and we would be happy to discuss specific requirements with you. We truly appreciate your support in considering this request and look forward to speaking and paddling with you soon!

## FOR MORE INFORMATION

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

<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>Drummer \$1,500</b>	<b>Paddler \$300</b>
Exclusive Naming Rights for Event Title, Logo, & Trophy	✓					
First Right of Refusal on 2018 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	✓	✓	✓	✓	✓	✓

## WHY BECOME A SPONSOR?

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.

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 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 fourth year of our 1.2 million dollar pledge – **we need your help!**

## THANK YOU!

