

# Calgary Race Club

2008

## Marketing Package







## Calgary Race Club – Leadership Team

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To Contact Us  
Regarding Sponsorship:

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General Inquiries: (403) 274-6437  
Attention: Jon Malmqvist



## Get On Board!

Becoming the fastest Dragon Boat team on the prairies requires lots of hard work and dedication.

76 hrs of dry land training  
30 hrs of pool training  
112 hrs of on water training  
**218 hrs of Commitment**

In addition we managed to find time to lend a helping hand at the various charities we support, and volunteer as coaches on several charity Dragon Boat teams within the city.

We are looking for sponsors that support this level of commitment and who want to get involved. This is an excellent opportunity to raise your company's profile and gain exceptional marketing exposure. The 2008 marketing package offers an array of affordable sponsorship levels, so give us a call, e-mail us, or send us your level of commitment with your contact details, and we'll bring you on board.

## Dragon Boat Racing – The Sport

The sport of Dragon Boat racing has come a long way from its humble beginnings in China some 2,500 years ago. Established in the same era as the games of ancient Olympia in Greece, the sport has evolved from what was once an annual water ritual and festival celebration to what is now the fastest growing team water sport in the world. Teams compete in over 60 countries around the world drawing participants from all walks of life. It is a sport recognized for its strength, endurance and camaraderie, and has become a popular sport at the corporate and charitable levels.



## Calgary Race Club – Team Bio and Stats

The Calgary Race Club is a National level Dragon Boat club based out of Calgary, Alberta. It currently has approximately 35 full-time members along with two internationally experienced coaches, one at the Olympic level. In 2007 the club asserted it self as the top ranked Dragon Boat team across the prairies, placing amongst the top 10 teams in five out of the six festivals it entered. The results were as follows:

<u><b>Festival</b></u>	<u><b>Placing</b></u>	<u><b>Teams</b></u>	<u><b>Month in 2007</b></u>
SRP Dragon Boat Festival (Tempe, AZ)	6 <sup>th</sup>	48	March
ALCAN Dragon Boat Festival (Vancouver, BC)	25 <sup>th</sup> 1 <sup>st</sup> – 2000m*	180	June
ATB Financial Lethbridge Rotary Dragonboat Festival (Lethbridge, AB)	1 <sup>st</sup>	40	July
The Greater Vernon DragonBoat Festival (Vernon, BC)	4 <sup>th</sup>	26	July
National Club Crew Championships (Calgary, AB)	9 <sup>th</sup> - 200 m 7 <sup>th</sup> - 500 m 3 <sup>rd</sup> – 2000m	18	August
San Francisco International Dragon Boat Festival (San Francisco, CA)	4 <sup>th</sup> – Mixed 1 <sup>st</sup> – Women 1 <sup>st</sup> - Men	100	September

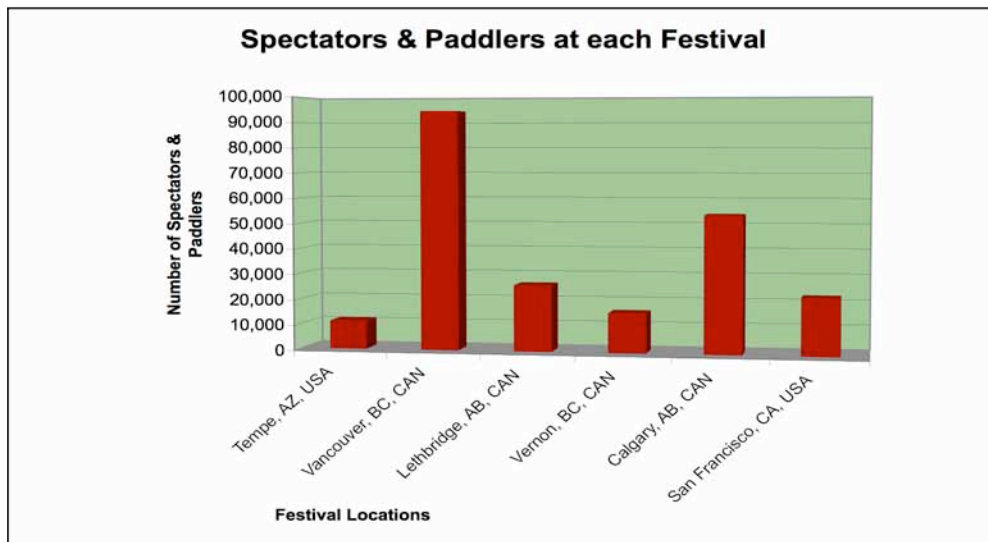
\* Out of the Gemini boats.

Our next goals as a club will be to podium at each festival we enter in 2008, compete at the 2009 Canadian National Club Crew Championships, and win a spot to represent Canada at the Worlds in 2010.



## Dragon Boat Racing – Festival Figures

At each festival thousands of people are brought together either as participants or as spectators in what has become the fastest growing team water sport in the world. In 2007 alone the Calgary Race Club participated in six Dragon Boat festivals in both the United States and Canada, in front of a total crowd of over 220,000 people. Here's a breakdown of each festival:



In addition to local residents and participants, each festival welcomes a number of out of town teams, which account for approximately 40% to 70% of the total number of people at these festivals. This equates to a total of approximately 5,000 to 10,000 paddlers, or \$1.5 million to \$3.0 million of economic benefit just across these six festivals.



## Title Sponsorship Package

As the exclusive “Title Sponsor” of the Calgary Race Club, you will be entitled to extensive marketing exposure in all advertising and promotional materials, and volunteering events associated with the club for the 2008 festival year.

Title Sponsorship benefits also include:

- Incorporation of your corporate name into our club’s name, “*Calgary Race Club sponsored by Your Organization*”.
- Display of your corporate logo on all advertising print and promotional produced material by the Calgary Race Club.
- Signage located at our tent at each of the festivals that the Calgary Race Club will be attending (signage to be provided by the Title Sponsor)
- Prominent display of your corporate name and logo on the official Calgary Race Club website, from the date of sign-up until the end of the 2008 festival year. A banner ad will be placed on the main page of the website with a hyperlink to your company’s website. Size of ad will be based on level of sponsorship.
- One Team Building event for the Title Sponsor put on by the Calgary Race Club in the summer of 2008.
- The right to use the CRC logo and club name for your organization’s related promotional material for the 2008 festival year.
- First right of refusal to continue as our Title Sponsor for the following season.



## Gold Sponsorship Package (\$5,000)

At the Gold sponsorship level you will be entitled to a broad range of marketing exposure in all advertising and promotional materials associated with the club for the 2008 festival year.

Gold Sponsorship benefits also include:

- Display of your corporate logo as our Gold level sponsor on all advertising print and promotional material produced by the Calgary Race Club.
- Your corporate logo will appear on the official Calgary Race Club website, from the date of sign-up until the end of the 2008 festival year. In addition, a banner ad will be placed on the main page of the website with a hyperlink to your company's website. Size of ad will be based on level of sponsorship.
- Recognition of your company at Calgary Race Club community functions and events as our Gold Level Sponsor.
- The right to claim that you are the official Gold Level Sponsor of the 2008 Calgary Race Club.



## Silver Sponsorship Package (\$2,500)

At the Silver sponsorship level you will be entitled to exposure in selected advertising and promotional materials associated with the club for the 2008 festival year.

Silver Sponsorship benefits also include:

- Display of your corporate logo as our Silver Level Sponsor on selected advertising print and promotional material produced by the Calgary Race Club.
- Your corporate logo will appear on the official Calgary Race Club website, from the date of sign-up until the end of the 2008 festival year. In addition, a banner ad will be placed on the main page of the website with a hyperlink to your company's website. Size of ad will be based on level of sponsorship.
- Recognition of your company at Calgary Race Club community functions and events as our Silver Level Sponsor.
- The right to claim that you are the official Silver Level Sponsor of the 2008 Calgary Race Club.



## Bronze Sponsorship Package (\$1,000)

At the Bronze sponsorship level you will be entitled to exposure in selected advertising and promotional materials associated with the club at one (1) festival, chosen by the corporation, during the 2008 festival year.

Bronze Sponsorship benefits also include:

- Display of your corporate logo as our Bronze Level Sponsor on selected advertising print and promotional material produced by the Calgary Race Club.
- Your corporate logo will appear on the official Calgary Race Club website, from the date of sign-up until the end of the 2008 festival year. In addition, a banner ad will be placed on the main page of the website with a hyperlink to your company's website. Size of ad will be based on level of sponsorship.
- The right to claim that you are the official Bronze Level Sponsor of the 2008 Calgary Race Club.



## Community Involvement

The Calgary Race Club is a firm believer that being actively involved in the community can make a difference. That is why we strongly support a variety of worthwhile causes and look for ways to lend a helping hand where we can. As a club we're always looking for opportunities to produce positive results both on the water and off. Here are some of the organizations we currently support and lend a helping hand to.





Calgary Race Club  
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