

Cumberland YMCA's 5th ANNUAL DRAGON BOAT FESTIVAL



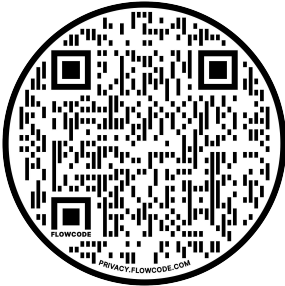
With origins dating back 2,300 years, dragon boat racing is a unique cultural event featuring adrenaline-pumping action. Teams of 21 people race in authentic 46-foot long Hong Kong style dragon boats. Competitors rave about the excitement, friendly competition and community spirit surrounding the sport. All ages, skill levels and physiques perfect their stroke and timing for the ultimate team building experience on Lake Habeeb! The Cumberland YMCA's Dragon Boat Festival brings the most fun and unforgettable fundraising experience to the tri-state area!

RACE DATE:

September 23, 2023

REGISTER YOUR TEAM TODAY

www.ymcadragonsonthelake.com



LOCATION

Rocky Gap State Park
Flintstone, MD 21530

OUR MISSION

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

The Cumberland YMCA is a 501(c)3 non-profit.

CONTACT

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WHY SHOULD YOU PARTICIPATE?

This event is the ultimate team building experience your company has been looking for. Teams include 20 paddlers, 1 drummer and an experienced steerer. Participants work together as a team to reach fundraising goals, practice and compete in the race. Do not be intimidated, though physical activity is involved, team members do not need to be athletes. More than the competition, it is about your team and families coming together and getting to know each other outside of the workplace.

WHY SHOULD YOU PARTNER?

Our goal is to highlight your business' commitment to our community in as many productive ways as possible, including those listed on the following page.

After four years of hosting these races, we have gained an enormous following. Our community anticipates this event year after year with our attendance at over 2,000 spectators and 500 paddlers.

WHO BENEFITS?

As a cause-driven charitable organization, the YMCA of Cumberland is dedicated to nurturing the potential of every child and teen, improving our community's health and well-being and giving back by providing support to our neighbors.

Everything the Y does is in service of making us better. For some people, these services may not be attainable because of cost. The Y makes sure that these services are available to everyone in the community, regardless of income. From athletics to education, to health services, to safe spaces, the Y fills gaps where society falls short.

Funds raised through the Dragon Boat Festival, make it possible for children, families and adults to have access to Y programs that improve their lives.



DYNASTY SPONSOR

\$8,000

| PRESENTING SPONSOR OF THE EVENT |

- NAMING RIGHTS AS EVENT SPONSOR ON ALL MEDIA APPEARANCES, RACE DAY BANNER, AND EVENT WRISTBANDS
- 2 DRAGON BOATS FOR TEAMS OF 20 AND 1 DRUMMER
- RECOGNIZED ON THE CUMBERLAND YMCA WEBSITE AND ALL RELATED SOCIAL MEDIA
- YEAR ROUND DIGITAL ADVERTISING IN THE RIVERSIDE YMCA LOBBY
- RIVERSIDE YMCA FRONT ENTRANCE SIDEWALK DECAL (5 FOOT)
- A FESTIVAL BANNER FLAG WITH LOGO PROVIDED BY THE CUMBERLAND YMCA
- 30-SECOND PROMOTIONAL PROFILE ON YOUR ORGANIZATION TO BE READ ON RACE DAY
- NAMED A MINIMUM OF 6 TIMES ON RACE DAY BY THE EVENT EMCEE
- PREFERRED PRACTICE TIMES FOR EACH TEAM
- TWO 10 X 10 SPACES FOR WATERFRONT TENTS
- 6 PREMIUM PARKING SPOTS

EMPEROR SPONSOR

\$5,000

- NAMED AS A SHOWCASE SPONSOR IN ALL MEDIA APPEARANCES, RACE DAY BANNER, AND EVENT WRISTBANDS
- 1 DRAGON BOAT FOR A TEAM OF 20 AND 1 DRUMMER
- RECOGNIZED ON THE CUMBERLAND YMCA WEBSITE AND ALL RELATED SOCIAL MEDIA
- PREFERRED PRACTICE TIME FOR TEAM
- RIVERSIDE YMCA FRONT ENTRANCE SIDEWALK DECAL (3 1/2 FOOT)
- YEAR ROUND DIGITAL ADVERTISING IN THE RIVERSIDE YMCA LOBBY
- A FESTIVAL BANNER FLAG WITH LOGO PROVIDED BY THE CUMBERLAND YMCA
- 20-SECOND PROMOTIONAL PROFILE ON YOUR ORGANIZATION TO BE READ ON RACE DAY
- NAMED A MINIMUM OF 3 TIMES ON RACE DAY BY THE EVENT EMCEE
- RESERVED 10 X 10 SPACE FOR 1 WATERFRONT TENT WITH SPACE FOR 1 ADDITIONAL TENT DIRECTLY BEHIND

JADE SPONSOR

\$3,000

- RECOGNIZED ON ALL RELATED SOCIAL MEDIA AND RACE DAY BANNER
- 1 DRAGON BOAT FOR A TEAM OF 20 AND 1 DRUMMER
- 1 FESTIVAL BANNER FLAG WITH LOGO PROVIDED BY THE CUMBERLAND YMCA
- NAMED ON RACE DAY BY THE EVENT EMCEE
- 1 PRACTICE SESSION FOR YOUR TEAM
- 1 WATERFRONT TENT SPACE ON RACE DAY AS AVAILABLE

BELOW SPONSORING OPTIONS WILL RECEIVE:

- LISTED ON THE CUMBERLAND YMCA WEBSITE AND SELECTED SOCIAL MEDIA
- NAMED ON RACE DAY BY THE EMCEE
- LISTED ON SELECTED EVENT SIGNAGE

RESULTS BOARD SPONSOR

\$2,000

- RECOGNIZED WITH LOGO & SIGNAGE ON THE OFFICIAL DRAGON BOAT RACE RESULTS BOARD
- 1 SPONSORSHIP AVAILABLE

BOTTLED WATER SPONSOR

\$1,500

- RECOGNIZED WITH LOGO & SIGNAGE ON ALL BOTTLED WATER GIVEN TO TEAMS AT PRACTICES AND ON RACE DAY
- 2 SPONSORSHIPS AVAILABLE

AFTERNOON SNACK SPONSOR

\$1,500

- PROVIDE COOKIE TRAY, BROWNIE TRAY, AND FRUIT TO TEAMS DURING THE AFTERNOON OF THE FESTIVAL WITH LOGO

TEAM APPRECIATION SPONSOR

\$2,500

- DRAGONS ON THE LAKE BOAT FESTIVAL SWAG ITEMS WITH LOGO BE GIVEN TO ALL OF THE TEAMS
- EVENT DAY SIGNAGE
- 2 SPONSORSHIPS AVAILABLE

WAKE UP CALL SPONSOR

\$1,500

- PROVIDE PROTEIN BAR, COFFEE, FRUIT TO TEAMS DURING THE MORNING OF THE FESTIVAL WITH LOGO
- 2 SPONSORSHIPS AVAILABLE

KID'S CORNER SPONSOR

\$1,000

- RECOGNIZED WITH LOGO & SIGNAGE AT ENTRANCE TO OUR KID'S CORNER ACTIVITY AREA

VENDOR ALLEY SPONSOR

\$750

- RECOGNIZED WITH LOGO & SIGNAGE AT ENTRANCES TO OUR VENDOR'S ALLEY
- 2 SPONSORSHIPS AVAILABLE