6th Annual
Pensacola
Dragon Boat Festival

Pensacola’s Best Team Building Event

October 12, 2019
Bayview Park, Pensacola
http://PensacolaDragonBoatFestival.com
https://player.vimeo.com/video/144655884

SPONSORSHIP INFORMATION PACKAGE

Hosted by: NORTHEAST PENSACOLA SERTOMA
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6th ANNUAL SPECTACLE ON WATER DRAGON BOAT FESTIVAL

NE Pensacola Sertoma invites you to become a Sponsor for the 6th Annual 2019 Dragon Boat Festival, a festival that encompasses a family-friendly environment, team building, team spirit, and community partnerships!

Pensacola Dragon Boat Festival will take place at Bayview Park on October 12, 2019. This event is a special opportunity to market and brand your business in a fun-filled family-oriented fundraiser for Gulf Coast Kid’s House and Junior Achievement of Northwest Florida. The day’s event consists of dragon boat races, an athlete’s village, arts and crafts vendors, food vendors, and family activities (face painting, free caricatures, balloons, etc.). The event is anticipated to attract over 5,000 spectators and participants. The event was highlighted with pictures and stories by Pensacola News Journal, WEAR TV, VIP Magazine, and associated online news outlets. In 2018, thirty-nine dragon boat teams participated representing local businesses, law enforcement, community agencies, and community and nonprofit organizations. We are expecting over forty dragon boat team entries for 2019 and an even larger spectator crowd.

Who benefits from the Pensacola Dragon Boat Festival? Everyone involved does! Paddlers experience teamwork at its best. Spectators are entertained and inspired by activities presented at Bayview Park. Our sponsors receive enormous media exposure and lasting good will from their involvement in this community charity event.

Pensacola Dragon Boat Festival is a festival brought to you by Northeast Pensacola Sertoma. Sertoma is an organization of business and professional people who knit together bonds of personal friendship, united in the idea of service in their community. Sertoma is a 501(c) 3 and 501(c) 4 not-for-profit international organization. Every year Sertoma clubs nationally raise more than $20 million for local community service projects. Through these projects plus grants and scholarships, Sertoma clubs are able to return the raised funds to their respective communities, having loads of fun doing it while building life-long friendships.

Northeast Pensacola Sertoma is a member of the Southeastern Regional Dragon Boat Association.
What is Dragon Boat Racing?

For those unfamiliar with the sport, dragon boating simply put, is a boat of twenty paddlers, a drummer, and a steerperson paddling to cross the finish faster than their competition. It’s a team sport in its purest form that encompasses the elements of power, speed, synchronization, and endurance. With its beginnings in Southern China, dragon boating today is the fastest growing international team water sport. Each year, race festivals are held around the world in Asia, Australia, Canada, Europe, and the United States. From experienced racers to newbies, anyone can have a good time.

History

According to legend, dragon boat racing originated in China more than 2,300 years ago. Chinese history describes the fourth century B.C. as the Warring States period; a time of shifting alliances and treachery. The patriot and poet Qu Yuan championed political reform and truth as essential to a healthy state.

The King, who had fallen under the influence of corrupt ministers, banished his most loyal counselor, Qu Yuan, from the kingdom.

Left to wander the countryside, Qu Yuan composed some of China’s greatest poetry. Upon learning of his kingdom’s devastation at the hands of a rival kingdom, Qu Yuan threw himself into the Mei Lo River in a ritual protest.

The people loved Qu Yuan. They raced out in their fishing boats to the middle of the river in a vain attempt to save him. They beat on drums and splashed their paddles in the water, trying to keep the fish from his body and ward off evil spirits. To honor his soul and ensure it didn’t go hungry, they scattered rice into the water.

Eventually, dragon boat races became the cultural tradition to mark the anniversary of Qu Yuan’s death, primarily a form of amusement and fun, while also highlighting the history of this colorful event. The modern era of dragon boat racing began in 1976 during the first Hong Kong International Dragon Boat Race. The sport debuted in the U.S. in the early ‘80s. Now in more than 100 cities, people come together yearly to pay tribute to this fallen statesman by paddling to the beat of their own drum.
A SNAPSHOT OF PENSACOLA DRAGON BOAT FESTIVAL 2018
A SNAP SHOT OF PENSACOLA DRAGON BOAT FESTIVAL 2018
NE Pensacola Sertoma was founded in 1988 for the purpose of contributing to the Pensacola community in as many ways as we can by raising money and supporting local charities.

Our mission is to serve our community, engaging in activities which help others not so fortunate. The life blood of our club is dedication by members, trained leaders, and experienced volunteers who engage in serving others in need. Through membership and our passion, we are blessed with the opportunity to serve the greater Pensacola region.

The following is information that gives you the background on Sertoma.

▪ Sertoma is an organization of business and professional people knit together in bonds of personal friendship and united in the idea of service in their community.

▪ Sertoma was founded in Kansas City in 1912 and is the second oldest service club in the United States.

▪ Sertoma is an international organization with clubs in the United States, Canada, Mexico, and Puerto Rico.

▪ Sertoma is one of the fastest growing civic/service clubs in the country with over 650 clubs and 20,000 members.

▪ Sertoma is a coined word taken from the words Service To Mankind.

▪ Sertoma stands squarely for the preservation of individual freedom and free enterprise.

▪ Sertoma supports allegiance to our country and its constitution and belief in its everlasting endurance through law and order.

▪ Sertoma, through its Service To Mankind Awards, gives recognition to outstanding citizens for humanitarian, heroic, or other notable activities performed in their communities.

▪ Sertoma promotes high principles of business and professional ethics.

▪ Sertoma promotes speech and hearing programs. Sertoma is a 501(c)3 and 501(c)4 not-for-profit international organization. Every year Sertoma clubs raise more than $20 million for local community service projects. Through these projects, as well as grants and scholarships, Sertoma clubs return those funds to their respective communities – and they have loads of fun doing it while building life-long friendships.

Website: http://www.northeastsertoma.com
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GULF COAST KID’S HOUSE

Helping Families in Pensacola and Escambia County

Gulf Coast Kid’s House is a children’s advocacy center serving Escambia County. As a children’s advocacy center, we combine all of the professionals and resources needed for the intervention, investigation, and prosecution of child abuse cases under one child-friendly facility. Child victims and their families also receive mental health counseling at our center. The goal of Gulf Coast Kid’s House is to form a more collaborative response to child abuse cases so that we can improve case outcomes and minimize trauma to the children and families we serve. For more information, visit: www.gulfcoastkidshouse.org.

Our Vision

The vision of Gulf Coast Kid’s House is to provide a place where child protective services, law enforcement, prosecution, medical and mental health professionals’ work together under one roof to provide comprehensive services.

Our Mission

Our mission is to facilitate the investigation, prosecution, and treatment of child abuse and neglect, and to promote child abuse prevention awareness through community education.

Our Goals

• Provide a child-friendly facility to serve abused children and their families in a neutral environment

• Minimize trauma to child abuse victims by streamlining the intervention process

• Develop formal, comprehensive, multi-disciplinary responses to child abuse, which will meet the needs of both child victims and their families

• Educate the community of child abuse issues and enlisting support to help prevent child abuse

Website: http://www.gulfcoastkidshouse.org
Facebook: https://www.facebook.com/search/top/?q=gulf%20coast%20kid%27s%20house
YouTube: https://www.youtube.com/watch?v=rvt-la1v7ZI
Junior Achievement works with the business community to ensure that tomorrow’s workforce and future business leaders are prepared to enter the professional setting ready to use their knowledge of proper professional conduct, basic personal finance skills, and a general understanding of economics and budgeting. Simply put, JA teaches kids how money, careers, and free enterprise work. Our programs are taught by volunteer role models from around the area. These individuals drive significant outcomes such as improved self-efficacy and ideas for a future career.

**JA Works**

Independent studies show that Junior Achievement works. Students in JA programs for five consecutive years demonstrate significantly more critical thinking and job interviewing skills. Even one exposure to a JA program gives a student a greater comprehension of economics and business. JA students score higher on objective-referenced tests, are more likely to attend college, and have a more positive self-concept and higher self-esteem.

**Results**

Junior Achievement reached more than 5,000 students in Escambia, Santa Rosa, and Bay Counties in the 2015-2016 school year. More than 250 volunteers taught students in classes in elementary, middle, and high school grade levels. These results are consistent with past years, as the community realizes the need for financial literacy and inspiring programs for our youth to understand the economics of life.

Visit: [www.ja.org](http://www.ja.org)
Website: [https://www.juniorachievement.org](https://www.juniorachievement.org)
Facebook: [https://www.facebook.com/search/top/?q=junior%20achievement%20of%20nw%20fl](https://www.facebook.com/search/top/?q=junior%20achievement%20of%20nw%20fl)
YouTube: [https://www.youtube.com/watch?v=43PCCTwi3GA](https://www.youtube.com/watch?v=43PCCTwi3GA)
6TH ANNUAL 2019 PENSACOLA DRAGON BOAT FESTIVAL

Registration Fees

**Individual Paddler**
Payment Due at Signing $75.00
Individual Paddlers will be assigned to a team.

**Corporate Team**
Initial Minimum Payment $500.00
Total Team Price: $2,500.00

**Corporate Team & Sponsor** *(Bronze Sponsor)*
Initial Minimum Payment $500
Total Team Price: $3,500 (No Discount)

**Non Profit & Community Teams**
Initial Minimum Payment $500.00
Total Team Price: $1,500.00

*Registration Fee includes 10% Discount from the full price of if paid by June 30, 2019*
MARKETING OPPORTUNITIES 2019

While we will endeavor to include you in all the marketing opportunities listed under the various sponsorship levels, please consult with our *sponsorship ambassadors* to negotiate the perfect plan for your company.

- Radio Promotion
- Social Media - Facebook, Twitter, Instagram
- Website - Frontpage
- On site - Banners, posters
- Signage - Your logo on billboards & road signs erected on routes to Bayview Park
- Merchandise - T-shirts sold at event and seen on staff working the event
- Live at Events - Your company publicly thanked by announcers throughout the day of the festival and the end of the day award ceremonies
- Print - Ad and logo in the day of the festival brochure
- Print - Logo on the festival brochure distributed in Pensacola and surrounding counties
- Map of event in local newspapers, advertising
- Publicity/Press releases
- Many more - just ask us
10 SMART REASONS YOUR BUSINESS SHOULD SPONSOR THIS FESTIVAL

Creating an image of success and authority for your business is a smart way to win more customers. People are comfortable doing business with companies they trust to meet their expectations. If your business looks profitable, customers believe you can deliver what they need.

Now, imagine how your reputation soars when you work alongside other successful brands. Sponsorship is increasingly popular among businesses that want to grow fast and reach quality audiences. In fact, brand strategy firm ESP Properties expects 2019 sponsorship spending to reach $24.2 billion in North America and $65.8 billion globally.

If you’re looking to stretch your marketing budget, here are ten reasons to sponsor an event.

1. Put your business in the spotlight
2. Get in front of your target market
3. Consumer perception
4. Lead generation and new contacts
5. Helps meet sales goals
6. Community goodwill
7. Provides fresh material to expand content strategy
8. Audience insights
9. Business relationships
10. Return on investment
SPONSORSHIP LEVELS

Presenting Sponsor: $30,000

• Large logo on all media not limited to, but including: t-shirts, email footer, website, festival signage, pennants, banners, social media posts, full page ad in the festival brochure, billboard opportunities, logo displayed on advertising, press releases, 20 x 60 tent space, organization publicly thanked by announcers during the races at the award ceremony, and three dragon boat teams

Platinum Sponsor: $15,000

Stage Sponsor

• Medium logo on all media not limited, but including: t-shirts, email footer, website, on-site signage, pennants, social media posts, full page ad in the festival brochure, billboard opportunities, logo displayed on advertising, press releases, organization publicly thanked by announcers during the races at the award ceremony, and two dragon boat teams

Gold Sponsor: $7,500

Athlete’s Village Sponsor

• Medium logo on all media not limited, but including: t-shirts, email footer, website, on-site signage, pennants, social media posts, half page ad in the festival brochure, logo displayed on advertising, press releases, organization publicly thanked by announcers during the races at the award ceremony, 20 × 20 tent space, and one dragon boat team

Silver Sponsor: $5,000

Dock Sponsor

• Medium logo on all media not limited, but including: t-shirts, email footer, website, on-site signage, pennants, social media posts, organization publicly thanked by announcers during the races at the award ceremony, 10 × 20 tent space, quarter page ad in the festival event brochure, and one dragon boat team

Sponsorships continued on next page...
SPONSORSHIP LEVELS (Sponsorship’s Continued)

**Bronze Sponsors: $3,500**
- Kids Zone, Sports Tent, Finish Line,
- Racing Staging Area, Awards & Vendor Area Sponsor

- Small logo on all media not limited, but including: t-shirts, website, on-site signage, quarter page ad in the festival brochure, and one dragon boat team

**Festival Sponsors: $1,000.00**
- Practice, Media, Printing, Trolley, Cleanup,
- Signage, Banners, Volunteer & Event Shirts, & Facilities Sponsor

- Website, festival signage, eighth page ad in the festival brochure

**Friends of the Festival: $250**

- Festival Signage, listed in the festival brochure

**Donated Products or Services**

The 6th Annual 2019 Pensacola Dragon Boat Festival welcomes in-kind donations of services or products and gives sponsor recognition to organizations that support us through donations. If you are interested in providing services or products to the festival please contact us at 850-572-5849. If you do not see a sponsorship in the packet that suits your company, please let us know and we can tailor one that does.

**Festival Online Fundraiser**

Join the Campaign and/or Donate to support *Gulf Coast Kid’s House & Junior Achievement of NW Florida.*

6TH ANNUAL 2019 PENSACOLA DRAGON BOAT FESTIVAL

Sponsorship Agreement

Company: ________________________________

Contact: ________________________________

Address: ________________________________

City: __________________ ST: ___________ Zip: ______________

Phone: __________________ Fax: ___________ Email: __________________

My company/organization will sponsor the 6th Annual 2019 Pensacola Dragon Boat Festival

Sponsorship Level: __________________

Amount of financial contribution: $ __________________

Financial value of in-kind donation: $ __________________

Description of in-kind donation: __________________

(Please make check payable to NE Pensacola Sertoma.)

Company: ________________________________

Contact: ________________________________

Address: ________________________________

Email Address: ____________________________

I agree to the above terms of sponsorship:

Signature 

______________  ________________
Name Date

Please email or mail this form, your check, and your logo to:
Sponsor@pensacoladragonboatfestival.com • P.O. Box 10697 • 7150 Tippin Ave • Pensacola, FL 32504

NORTHEAST PENSACOLA SERTOMA
CONTACT INFORMATION

NE Pensacola Sertoma

For more information about the festival, contact:

**Director**
J. Roy Ridgeway
850-572-5849
roy.ridgeway@pensacoladragonboatfestival.com

**Team Registration**
Tracy Day
850-380-5855
tracy@choosecornerstone.com

**Vendor Registration**
Bryan Morelock
251-979-0553
bwmorelock@gmail.com

**Sponsorship**
Jeff Martin
850 232 4273
jmartin@avsecurityinc.com

Address: PDBF • PO Box 10697 • 7150 Tippin Ave • Pensacola, FL 32504
Email: info@pensacoladragonboatfestival.com
Website: http://pensacoladragonboatfestival.com