



WHAT IS DRAGON BOAT RACING?

Coined as the "ultimate team sport", dragon boat racing is the world's fastest growing water sport. This 2,500-year old Chinese sport involves 20 team members paddling in unison to a drummer's beat in a long, narrow boat decorated at the bow and stern with a dragon's head and tail. Dragon Boat racing is recognized for the camaraderie, strength and endurance fostered among the participants and has become extremely popular as a corporate team-building activity.

Dragon boat races feature an exhilarating combination of premier sport competition in concert with an entertainment showcase for corporations, community organizations and families. They provide great opportunities for sponsors to reach a diverse group of consumers and business networks through an innovative medium.

START A TEAM TODAY!

The corporate world shares many similarities with dragon boat racing. In both settings, the secret to success involves collaboration, communication, commitment and coordination. Dragon boating is a fun team-building activity and participating in a dragon boat event can benefit your employees, co-workers and clients in numerous ways.

- Dragon boating creates an inclusive environment – people all ages and fitness levels can participate
- The nature of the sport emphasizes unity and working together
- Driving towards the finish line renews energy, enthusiasm and motivation
- Paddlers communicate by cheering each other on
- The sport encourages leaders to move to the forefront
- Completing a race develops a sense of pride and accomplishment among participants
- Twenty paddlers in one boat = increased camaraderie



GREATER NEW ORLEANS INTERNATIONAL DRAGON BOAT FESTIVAL

New for 2010, the Festival will merge the rich history and culture of New Orleans and the Northshore community of Madisonville with the sport of dragon boating. It is sure to quickly become a new cornerstone of the North American race schedule. Staged along the Tchefuncte River in the heart of Madisonville, the festival will have a major impact on the local event calendar.

One highlight of the weekend is the opportunity for teams to battle for bragging rights as the best crew in your industry!



Event Highlights

- Over 1,250 participants and 1,500 spectators
- Minimum three (3) races per team
- BCS, Open and Women's division races
- Specialty and Industry Challenge Cups
- World class equipment with electronic timing
- Lots of awards and great fundraising prizes

Our Festival experience is where fun and sun come together, from the beer garden to unique activities; it's where the party happens.

Festival Highlights

- Large Athletes' Village
- Vendor / Exhibitor Village & Food Concessions
- Health & Wellness Zone
- Beer Garden
- Dragon's Nest Kids Zone

Raising Funds for a Good Cause

A charitable component comprises a large part of what dragon boat racing is all about, with festivals across North America raising millions of dollars each year for worthwhile causes, such as Big Brothers & Big Sisters, the Children's Wish Foundation, and the Canadian Breast Cancer Foundation.

Dragon boat races and festivals provide an opportunity for organizations to promote their social responsibility through their support of charities and worthwhile causes.



HOW DRAGON BOATING CAN HELP A COMPANY

Many corporations have turned to dragon boating as a means for employees to interact in a healthy and fun environment outside of the office. Every year, more organizations discover the potential of a corporately led dragon boat team.

TEAM SPOTLIGHT: MCC COOLERS



Mobile Climate Control specializes in custom engineered HVAC systems, which can be found worldwide from buses to coaches to off-road military vehicles.

In 2008, MCC recognized dragon boating as a tool to bring staff together outside of the office. The diversity of the crew included the Engineering Director, Finance Manager, Assembling Specialists and other front-line employees.

A true testament of teamwork and determination, the MCC Coolers practiced twice a week the month leading up to the GWN Dragon Boat Challenge.

The weekend of the event, accompanied by friends, family and the company president, the team donned their MCC Cooler team jerseys and joined over 150 other dragon boat teams for two days of racing and fun. At the end of the event, the MCC Coolers won the bronze medal in the J Division Championship Race.

When asked about the experience, Nancy Barrett, Manager Human Resources, said,

"This is an excellent employee team building exercise and a wonderful social activity. Employees from all departments came together on the same team. We each have different roles with the organization, but in the boat we all have the same role."

Paddle as a team, in sync and push for the finish line!"

Other Organizations that Dragon Boat:

- | | | |
|-------------------|-------|--------------------|
| Walt Disney World | TECO | J.P. Morgan Chase |
| GlaxoSmith Kline | Wyeth | Lindt Chocolate |
| Hawthorne Suites | IBM | Goldman Sachs |
| Aviva Insurance | ING | St. John Ambulance |
| XM Radio | HSBC | State Farm |

WHO DRAGON BOATS?

Gender:

Female: 60%

Male : 40%

Age:

16 - 20: 2%

20 - 29: 26%

30 - 39: 34%

40 - 49: 26%

50+: 26%



OPPORTUNITIES TO PARTICIPATE

Mixed Team Registration plus Practice Sessions

Entry to event, use of equipment, 10' x 10' team tent, plus 2 practices with a GWN coach
\$1200* (Only \$57.15 per person)

The Ultimate VIP Dragon Boat Experience

Team entry, 2 practices with a GWN coach, a complete private lounge (20' x 20' tent, 2 tables, 21 chairs) in the Athlete's Village and customized dri-fit shirts with your company logo for each crew member (21 crew members)
\$2,500* (Only \$119 per person)

Build Your Own Customized Experience

Individual Options Include:

- VIP Athlete Village Team Tent upgrade
- On-Site Catering
- Additional Practices and Coaching
- Custom Team Jerseys or Clothing
- Tables and Chairs

Contact us for more details on how we can create your ultimate dragon boat experience.

Contact Us

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*plus applicable taxes