

GREATER NEW ORLEANS  
INTERNATIONAL  
**DRAGON  
BOAT  
FESTIVAL**



## TITLE PARTNER

**TITLE PARTNER**

PLATINUM PARTNER

GOLD PARTNER

SILVER PARTNER

BRONZE PARTNER

### IP Rights:

- Development of event logo including title partner brand.
- Right to use the event logo for marketing purposes.
- Right to use the term "Title Partner of the Greater New Orleans International Dragon Boat Festival."
- Category exclusivity.

### Marketing & Communications:

- Logo placement on all print media and marketing materials.
- Logo placement or mention on all radio, television and outdoor advertising.
- Web link and brand messaging on gwndragonboat.com with 38,488 visits & 223,801 page views per year including web banners.
- Logo inclusion and link in New Orleans participant e-Newsletter distributed to all participants prior and following the event.
- Three opportunities to utilize the GWN Database to develop brand awareness through custom messaging and artwork.
- All database information.

### On-Site Integration:

- 15 – 8 x 3 banners (brand specific)
- 3 – Nascar style wrapped boats
- 2 – Floating sign along course
- 20 x 30 Space for promotional booth + opportunities for satellite space
- Opportunity to sample product or develop brand through participant welcome bags, in-tent kits, hotel welcome station
- Announcer mentions throughout the event

### Naming Rights:

- Right to title naming rights of the mixed division. This includes the opportunity to have a presence at the Awards Ceremony.
- Naming rights to one existing Feature Area or development of a new Feature Area. (After Party, Athlete's Village, Online Video, Volunteer Engagement, BSC Village)

### Employee Engagement

- Three complimentary team entries to the event including four team practices each and 3 - 20 x 20 tents.
- VIP Breakfast & Lunch for up to 65 people in team tents

Investment: \$20,000

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## PLATINUM PARTNER

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GOLD PARTNER

SILVER PARTNER

BRONZE PARTNER

### IP Rights:

- Right to use the event logo for marketing purposes.
- Right to use the term "Official Partner of the Greater New Orleans International Dragon Boat Festival."
- Category exclusivity.

### Marketing & Communications:

- Logo placement on all print media and marketing materials.
- Logo placement or mention on all radio, television and outdoor advertising.
- Web link and brand messaging on gwndragonboat.com with 38,488 visits and 223,801 page views per year.
- Logo inclusion and link in New Orleans participant e-Newsletter distributed to all participants prior and following the event.
- Two opportunities to utilize the GWN Database to develop brand awareness through custom messaging and artwork

### On-Site Integration:

- 12 – 8 x 3 banners (brand specific)
- 2 – Nascar style wrapped boats
- 1 – Floating sign along course
- 20 x 30 Space for promotional booth
- Opportunity to sample product or develop brand through participant welcome bags, in-tent kits.
- Announcer mentions throughout the event

### Naming Rights:

- Right to title naming rights of one event division (Men's, Women's). This includes the opportunity to have a presence at the Awards Ceremony.
- Naming rights to one major event Feature Area (After Party, Athlete's Village, Online Video, Volunteer Engagement)

### Employee Engagement

- Three complimentary team entries to the event including four team practices each and 3 - 20 x 20 tents.
- VIP Lunch for up to 45 people in team tents.

Investment: \$15,000 (plus any applicable taxes)

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## **GOLD PARTNER**

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BRONZE PARTNER

### IP Rights:

- Right to use the event logo for marketing purposes.
- Right to use the term "Official Partner of the Greater New Orleans International Dragon Boat Festival."
- Category exclusivity.

### Marketing & Communications:

- Logo placement on all print media and marketing materials.
- Logo placement or mention on radio, television and outdoor advertising.
- Web link and brand messaging on gwndragonboat.com with 38,488 visits and 223,801 page views per year.
- Logo inclusion and link in New Orleans participant e-Newsletter distributed to all participants prior and following the event.
- One opportunity to utilize the GWN Database to develop brand awareness through custom messaging and artwork.

### On-Site Integration:

- 9 – 8 x 3 banners
- 20 x 20 promotional booth space
- Opportunity to sample product through in-tent welcome packages
- Announcer mentions throughout the event
- 1 – Nascar style boat wrap
- 1 – Floating sign along course

### Naming Rights:

- Right to title naming rights of one industry race or final race division. This includes the opportunity to have a presence at the Awards Ceremony.
- Naming rights to one Feature Area (BCS Village, Morning Shuttle Service, Pre-Event Practices) Additional assets involved.

### Employee Engagement

- One complimentary entry to the event including four team practices and 20 x 20 tent.

Investment: \$10,000 (plus any applicable taxes)

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## SILVER PARTNER

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GOLD PARTNER

**SILVER PARTNER**

BRONZE PARTNER

### IP Rights:

- Right to use the event logo for marketing purposes.
- Right to use the term "Official Partner of the Greater New Orleans International Dragon Boat Festival."

### Marketing & Communications:

- Logo placement on all print media and marketing materials.
- Web link and brand messaging on gwndragonboat.com with 38,488 visits and 223,801 page views per year.
- Logo inclusion and link in New Orleans participant e-Newsletter distributed to all participants prior and following the event.

### On-Site Integration:

- 6 – 8 x 3 banners
- 10 x 20 promotional booth space
- Opportunity to sample product or develop brand through participant welcome bags
- Announcer mentions throughout the event
- 1 – Floating sign along course

### Naming Rights:

- Right to title naming rights of one industry race or final race division. This includes the opportunity to have a presence at the Awards Ceremony.
- Naming rights to one existing Feature Area (Grandstand Viewing Area, Event Day Performance Stage, Marshalling Area & Timing & Results)

### Employee Engagement

- One complimentary entry to the event including two team practices and 20 x 20 tent.

Investment: \$7,500 (plus any applicable taxes)

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## BRONZE PARTNER

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GOLD PARTNER

SILVER PARTNER

**BRONZE PARTNER**

### IP Rights:

- Right to use the event logo for marketing purposes.
- Right to use the term "Official Partner of the Greater New Orleans International Dragon Boat Festival."

### Marketing & Communications:

- Logo placement on all print media and marketing materials.
- Web link and brand messaging on gwndragonboat.com with 38,488 visits and 223,801 page views per year.
- Logo inclusion and link in New Orleans participant e-Newsletter distributed to all participants prior and following the event.

### On-Site Integration:

- 3 – 8 x 3 banners
- 10 x 10 promotional booth space
- Opportunity to sample product or develop brand through participant welcome bags
- Announcer mentions throughout the event

### Naming Rights:

- Right to title naming rights of one industry race or final race division. This includes the opportunity to have a presence at the Awards Ceremony.

### Employee Engagement

- One complimentary entry to the event including two team practices and 10 x 10 tent.

Investment: \$5,000 (plus any applicable taxes)

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DRAGON BOATERS ARE A VIBRANT, HEALTHY AND LOYAL GROUP OF AFFLUENT CONSUMERS THAT ARE INTERESTED IN THEIR COMMUNITY AND LOYAL TO THE BRANDS THAT SUPPORT THEM

They are UNTAPPED

It's a creative, unique, experiential business marketing opportunity to own The Dragon Boat Community.

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