

# Wildwood Dragon Boat Challenge

## Sponsorship & Promotional Opportunities

The Thames River Paddling Club and Andrew's Legacy are excited to host the Wildwood Dragon Boat Challenge (WDBC) at the Wildwood Conservation Area on **Saturday, May 25, 2024**. Our goal is to host a community-oriented event while promoting the sport & benefits of dragon boat racing.



Several teams from the region will be in attendance and we are promoting the event to local businesses and social groups as a fun and unique team building activity. Based on past years, we expect to have 500 participants & spectators in attendance and look forward to it growing each year!

Join us for a day full of paddling, games, food, music, and some friendly community competition! The WDBC is currently seeking partners to support the event through both cash and in-kind sponsorships. Your involvement will help us cover half our equipment, management, awards and safety expenses. By doing so we can ensure participant costs remain affordable while maximizing support for our causes. Proceeds will support the Thames River Paddling Club and our event partner Andrew's Legacy.



TRPC is a non-for-profit club based out of Wildwood. We offer youth & adult paddling programs including dragon boat, kayak and outrigger canoeing. These programs, which also operate during the winter provide participants with both social and physical benefits. Several of our members have represented Canada at International Competitions. Funds raised will go towards new equipment and ongoing maintenance.

Andrew's Legacy is a charity devoted to placing AED's (Automated External Defibrillators) in public spaces. Raising awareness of life-saving CPR and operation of AED in case of a sudden cardiac arrest in memory of Andrew Stoddart. At 15, Andrew passed away from a sudden cardiac arrest while playing soccer in Kintore. Funds will go towards setting up additional AEDs in our community, of which they have now placed over 70! Visit their website for more information or to donate: <https://andrewslegacyforever.ca/>



Benefits of supporting our event include:

- Grow your company's brand awareness
- Opportunity to connect and build your community connection while support local causes

For more details please contact:

**Ben Gerber 519 301-2540**

**Email: [wildwoodchallenge@gmail.com](mailto:wildwoodchallenge@gmail.com)**

**[www.thamesriverpaddlingclub.com/wdbc-sponsors](http://www.thamesriverpaddlingclub.com/wdbc-sponsors)**

**Follow us: Facebook – @WildwoodChallenge**

## Standard Packages

Below are the standard levels of sponsorship available, as well as some benefits to your organization.

We are excited to announce our 2024 Title Sponsor:



Sponsor Level →	Platinum*	Gold	Silver	Bronze
	\$1000	\$750	\$500	\$300
Logo on Website and Signs Displayed at Event & Race Schedule/Results	XL Logo	Large Logo	Medium Logo	Small Logo
Company Name Announcements During Event and Awards	5	4	3	3
Event Facebook Page Publications, Including Logo	3	2	1	1
Company Name also Published as a “Race Sponsor”	★	★	-	-
Recognition as a Main Sponsor in WDBC Advertisements & Promotions Throughout the Community*	★	-	-	-

*Hop on the boat before it's too late! Maximize your recognition by registering early.*

*Standard Packages must be purchased before our **May 1<sup>st</sup>** deadline.*

## Individual / Add-On Sponsorship Opportunities:

The following opportunities are available individual or in addition to a standard package option. They will be assigned on a first come first serve basis.

Item	Value	# of Opportunities	Your Promotional Benefits
<b>Boat Sponsor</b>	\$250	4	Your Logo and/or name will be advertised on each side of one of our racing dragon boats. (12" x 36" max. per logo) An individual publication on our event Facebook page. Large logo on event website. Company name announcements during select Final Races.
<b>Medal Sponsor</b>	\$100	15+	Your business name on the back of each medal in a set and announcements during medal hand-outs. A publication with other medal sponsors on event Facebook page. Small logo on event website. Company name announcements during select Qualifying Races.
<b>Race Sponsor</b>	\$50	25	Your logo on the assigned race's schedule and results which will be circulated online. Company name announcements during the sponsored race.
<b>Volunteer Lunch / Food Sponsor</b>	Value-in-kind	1-2	2 medium signs with your logo as a volunteer lunch provider. Company name announcements throughout the day. Social media shout-out. <i>*Negotiable based on donation.</i>

<b>Participant Bag Item Sponsor</b>	Value-in-kind	Marketing opportunity to donate products or discounts from your business into bags for the participants. E.g. Coupons, Samples, Freebies We respectfully request that no business cards or flyers be donated. <i>*Negotiable based on donation.</i>
<b>Equipment Loan or Service Sponsor</b>	<b>Examples include:</b> Enclosed Utility Trailer, ATV, Motor Boat, Crane Services	Reduced rate for a standard package and recognition dependent on service.  <i>*Negotiable based on donation.</i>

## **Silent Auction Donations**

New this year, we are excited to host a silent auction during the races. We are counting on the support from the community to help make this a success for our causes. Possible items include, but not limited to:

- Unique Products
- Gift Certificates
- Service Vouchers
- Experiences

Your donation will be greatly appreciated and acknowledged through our sound system during the event. Please reach out to us if you require further information. You may complete the 'Sponsor Registration' form (information below) if you wish to make a donation and to coordinate further.

Thank you for your consideration!

## **How to Register**

Please contact us if you would like to discuss or require a paper registration form!

1. Visit our website: [www.thamesriverpaddlingclub.com/wdbc-sponsors](http://www.thamesriverpaddlingclub.com/wdbc-sponsors)
2. Click on "***Sponsor Registration***"
3. Complete the Registration Form with your information.
  - a. The form includes sections for all possibilities outlined including: Add-Ons, VIK, and silent auction donations.
4. We will reach out to you to coordinate further!

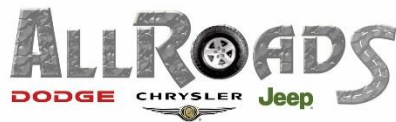
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Thanks again to our generous 2023 Sponsors and Partners!





*Some photos from years past.*

