



DRAGONS ABREAST AUSTRALIA FESTIVAL

# CORPORATE & COMMUNITY CHALLENGE

SATURDAY 21 OCTOBER 2017 • COCKLE BAY, DARLING HARBOUR • SYDNEY

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PADDLING FOR BREAST CANCER RECOVERY

## SPONSORSHIP OPPORTUNITY

### ABOUT THE EVENT

The Dragons Abreast Festival Corporate and Community Challenge is the major annual fundraiser for Dragons Abreast Australia, a national not-for-profit registered charity. Their mission is to encourage wellness, fitness, fun and camaraderie for breast cancer survivors through the sport of dragon boating and promote breast cancer awareness throughout the community.

The 2017 event is the 10th annual Festival being held at Cockle Bay, Darling Harbour on Saturday 21st October. This is a stunning location for a fun and highly anticipated event.

### SPONSORSHIP OPPORTUNITIES

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
NAMING RIGHTS	\$10,000*	\$5,000*	\$2,500*	\$1,000*
TEAM ENTRY PAID	✓	✓	✓	✓
STALL ON-SITE	100%	50%	25%	
PUBLIC RELATIONS	✓	✓	✓	✓
EVENT COLLATERAL	✓	✓	✓	✓

\*PLUS GST

#### NAMING RIGHTS PLATINUM ONLY

- Your company will be recognised as the 'Major Sponsor of the 10th Annual Dragons Abreast Festival'. Your business name will feature in the title of the event eg Pandora 10th Annual Dragons Abreast Festival Corporate and Community Challenge.

#### TEAM ENTRY PLATINUM ONLY

- Your company will receive COMPLIMENTARY ENTRY into the Festival (valued at \$2,200). This will include a team of up to 26 individuals, with the option to wear your company's uniform when competing in the races.
- Representative(s) from your company will be invited to speak and/or present at the Opening or Award ceremonies.

#### STALL ON-SITE PLATINUM AND GOLD ONLY

- You will receive a complimentary stall on the day of the regatta to promote your business.
- You will have the opportunity to display flags, banners or additional signage on your stall on regatta day.

#### PUBLIC RELATIONS

- Your company name and/or logo will be included on event publicity, including our website, media releases and advertising.
- Recognition through a range of social media channels including Facebook and Twitter.

#### EVENT COLLATERAL

- Your company name and/or logo will feature on the website as a Sponsor.
- Your company name and/or logo will feature in the Regatta Program as a Sponsor.



2017 connect · move · live

## HOW DOES IT ALL WORK?

Teams of 16-26 people are encouraged to enter the event. Participation categories include Corporate, Hospital, Community and Dragons Abreast crews.

Each crew is required to raise a minimum of \$2,200 to enter the event and the majority exceed this amount. All crews are provided with a training session prior to the event and on the day each have at least three 200m races.

There are trophies and medals for 1st, 2nd and 3rd in the Corporate, Community, Hospital and Dragons Abreast category finals and also awards for highest fundraisers, best dressed and fastest female crew.

Highlights include the very moving Flowers on the Water™ ceremony, Chinese Youth League Lion Dancers and, of course, the very spirited dragon boat racing.

## DEMOGRAPHICS

Sponsorship of this event will showcase your company name/brand to thousands during the Festival. In addition to our festival participants and their supporters, there are upwards of 80,000 pedestrians moving through Darling Harbour/ Cockle Bay on the day (statistics provided by The Sydney Harbour Foreshore Authority).

This year, our 10th Anniversary of the Festival, we expect 40+ teams in four different categories (Corporate, Community, Hospital and Dragons Abreast), with over 1,000 participants and a fleet of 10+ dragon boats.

After the event, there will be many photographs that you can use in your communications to your colleagues, suppliers, shareholders and others, showing how you made a difference in the lives of many breast cancer survivors.

## WE NEED YOUR SUPPORT

This event would not be possible without the generous support of our sponsors. By becoming a sponsor you are making a difference in the lives of many women and men diagnosed with breast cancer. After treatment many survivors wonder 'what next'. The sport of dragon boating has proven to benefit in their recovery process.

With your help we can continue to expand the number of dragon boat groups across the country which will benefit breast cancer survivors.



You can make a difference in the life of a breast cancer survivor by supporting the Dragons Abreast Festival for 2017.  
If you would like more information please contact

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**cockle bay · darling harbour · sydney**