

Sponsorship Packet

Paddle for Life works with communities to establish dragon boat teams and train amateur athletes for competition in order raise money and awareness for local causes. Paddle for Life's purpose is to grow the sport of dragon boating, a culturally rich and health-wise sport, while building a stronger community through collaborations of local companies.

The first Paddle for Life started in Foster City, California in 2007. The concept began as a way to attract more paddlers to dragon boating in the California Bay Area and to support local cancer support groups. The Bay Area Dragons, a local team, ran the first race which was a great success. They were able to donate \$6,000 to two local cancer charities that provide support to the Asian community.

In 2008, additional dragon boat clubs from the Bay Area joined the Bay Area Dragons and the event moved to a venue on the East Bay, Jack London Square in Oakland. In 2008 over \$12,000 was raised for charity. Many of the athletes from the first PFL returned and several are now with local clubs where they can paddle year round.

By 2008, Paddle for Life had outgrown the capacity of the volunteers managing the event. An agreement was reached that would form a new corporation whose sole function was to manage and grow the paddle for life concept. The **Paddle For Life** Corporation formed and now operates independently which allows it to make decisions in the best interest of each event specific to each location.

Paddle for Life is seeking sponsorship from companies that are looking for a team building activity for all ages. Dragon boating is one of those few sports that is all-inclusive. You can be the best paddler or the worst in the boat, no one will know, they will however remember the experience as a team. Team are made up of 12 members, ten paddlers and two alternates. Paddle for Life provides all equipment, free practice and coaching, numerous prizes and awards, and a promise for a fun-packed day in the sun among co-workers, teams, and friends.

Sponsorship Options

\$10,000

(2) Presenting Sponsor

- 2 team entries for up to 30 participants including team tent.
- Recognition on all print material and media material.
- Logo on website, press release, advertising, & posters as presenting sponsor
- (8) 30- second promotional announcements and numerous mentions as presenting sponsor.
- Banners and signage permitted in key areas such as start/finish line.
- Participation in awards ceremony.
- Space for product/ information booth provided
- **Guaranteed minimum of \$5K goes directly to charity**
- **Above-the -Title SPonsorship available for additional \$5K**

\$5,000

(4) Major Sponsor

- 1 team entry for up to 15 participants including team tent.
- Recognition on all print material and media material.
- Logo on website, press release, advertising, & poster
- (6) 30- second promotional announcements
- Opportunity to hang banner at event.
- Space for product/ information booth provided
- **Guaranteed minimum of \$2,500 goes directly to charity**

\$2,000

(10) Team Sponsor

- 1 team entry for up to 15 participants including team tent.
- Space for product/ information booth provided.

For more information on sponsoring Paddle for Life please contact Jeff Campbell at 877-872-3211 or Jeff@doublefifth.com

Sponsorship Application

Sponsor/Organization Name _____

Type of Sponsorship: Presenting (\$10,000) _____ Please note that both teams need to complete a registration packet

Major (\$5,000) _____ Team (\$2,000) _____

Type of booth: Product _____ Informational _____

Team Name: _____

Team Captain/Contact _____

E-Mail (Required, Most our correspondence is through e-mail) _____

Phone: Home _____ Work _____ Cell _____

Address: Street _____ City _____ State _____ ZIP _____

Total Amount Enclosed: _____

Please make checks payable to: PADDLE FOR LIFE or call 877-872-3211 to pay by credit/debit

Mail Checks to: 13023 NE Hwy 99, Suite 7 / Box 234, Vancouver, WA 98686

Registration may be sent to above address or scanned & e-mailed to sara@doublefifth.com

Note: Paddle for Life reserves the right to deny sponsorship of any application submitted that may be in conflict with its goals and mission of promoting healthy living through dragon boating.

FOR OFFICE USE ONLY

Sponsor: _____

Amount Rcvd: _____

Team Name: _____

Check _____ C.C. _____

Date Rcvd: _____

Receipt #: _____