



Saturday, October 1, 2016
Vancouver Lake Regional Park, Vancouver, WA

Paddle West benefitting *Pink Lemonade Project*
Sponsorship Packet



Since its inception , Paddle for Life has donated thousands of dollars to local charities using dragon boating as a fundraising tool. For the third year, Paddle for Life is teaming up with Vancouver Lake Aquatics Center to support Pink Lemonade Project for local breast cancer survivors . The funds raised stay in this community and go toward educating, empowering, and supporting those affected by breast cancer , providing women with the tools that enable them to thrive throughout their breast cancer journey.

Paddle for Life is a non-profit, all volunteer organization that will donate 100% of profits for this event directly to Pink Lemonade Project .

The goal of th is Paddle West dragon boat race is to maximize the charitable contribution to Pink Lemonade Project and your sponsorships will help us reach our goal of \$30,000 .



Demographic Information

- More than 100,000 people in North America participate in dragon boating including over 1,500 in the Portland Metro area.
- More women than men participate (nearly 2 to 1)
- Paddlers tend to be older – 21% are 36 to 45; 29% are 46 to 55; and 23% are 56 to 65.
- Education – 81% hold a college degree and of those 32% hold advanced degrees.
- Dragon boaters are relatively well to do with 57% individually earning between \$50,000 and \$100,000. Household income for 41% is more than \$100,000.
- Unlike many other sporting events, a Paddle for Life Dragon boat race takes about 8 hours per day to complete. This gives our sponsors a captive audience that is repeatedly exposed to their brand and message before or during this event.
- On average each participant brings 2.5 additional friends or family members who are present for most of the day. We are expecting about 1,500 people for this year's race.
- Participants in dragon boating range from 13 to 90+ making it one of the most inclusive sports in the world. Nearly anyone can get in the boat and race, no experience necessary! No athletic ability required!

Sponsorship Options

The goal of the event is to maximize the charitable contribution to and your sponsorships will help us reach our goal of \$30,000.

\$1,000

Team Sponsor

- One team entry for up to 15 participants.
- Team tent.
- Two coached practice sessions.
- Promotional announcements including additional announcements when your team is racing.
- Space for product or information booth provided.
- You can sponsor your own team or help sponsor a breast cancer survivor team or a youth team.

\$2,500

Major Sponsor

- One team entry for up to 15 participants.
- Team tent.
- Two coached practice sessions.
- Promotional announcements including additional announcements when your team is racing.
- Space for product or information booth provided.
- You can sponsor your own team or help sponsor a breast cancer survivor team or a youth team.
- Recognition on website and all printed and media material.
- Opportunity to hang banner at event.

\$3,500

Presenting Sponsor

- Two team entries for up to 30 participants.
- Team tent.
- Two coached practice sessions.
- Promotional announcements including additional announcements when your team is racing.
- Space for product or information booth provided.
- You can sponsor your own team or help sponsor a breast cancer survivor team or a youth team.
- Recognition on website and all printed and media material.
- Opportunity to hang banner at event.
- Logo on Results Scoreboard
- Banners and signage permitted in key areas such as start/finish line .
- Participation in awards ceremony.

Additional Sponsorship Opportunities



Form a Team! This is the simplest way to sponsor the event! Enter a team and your company or organization will receive attention every time your team races. Not only does your company gain the team building benefits of dragon boating, your employees and families have a great day of fun and competition at the races. We provide everything, just bring team spirit!

WIN next year's Ultimate Team Tent! Be the envy of all the other teams! The TEAM that raises the most money for Pink Lemonade Project will live large next year in the Ultimate Team Tent: catered food, massages and more all in a custom tent in the best location in the park!

In-Kind Sponsorship – Food and beverage donations are needed to feed the staff and volunteers. In Kind sponsors will be thanked via race day announcements and their logo included on the website and volunteer t-shirts. We can use any type of in-kind donations. Dragon boaters come from all walks of life and all types of business and industries and are VERY loyal to sponsors.

Raffle Prizes – We keep the action going with an all-day participant's raffle. We draw the names, you get the exposure! 100% of the money raised will go to support Pink Lemonade Project.

For more information on sponsoring Paddle West please contact Janna Brown at KBCVictorious@yahoo.com.