



Saturday, July 1st, 2017
Vancouver Lake Regional Park
Vancouver, WA

Paddle for Life benefitting *Clark County Veterans Assistance Center (CCVAC)*

Sponsorship Packet

The goal of this Paddle for Life dragon boat race is to maximize the charitable contribution to Clark County Veterans Assistance Center and your sponsorships will help us reach our goal of \$30,000.

Since its inception, Paddle for Life has donated thousands of dollars to local charities using dragon boating as a fundraising tool. For the fourth year, Paddle for Life is teaming up with Vancouver Lake Aquatics Center to support *Clark County Veterans Assistance Center (CCVAC)* to assist Veterans and their families in obtaining benefits, services and resources to meet their basic needs. The funds raised stay in this community and go toward employment, housing, medical and dental care, and much more.

Paddle for Life donates all profits to local charities. This year the local beneficiary is *Clark County Veterans Assistance Center*.

Demographic Information

- More than 100,000 people in North America participate in dragon boating including over 1,500 in the Vancouver/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 the \$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 throughout the day.
- 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.
- Two practice sessions with coach and helm.
- 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 team.

\$2,500

Major Sponsor

- One team entry for up to 15 participants.
- Two practice sessions with coach and helm.
- 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 team.
- Recognition on website/social and race media.
- Opportunity to hang banner at event.

\$3,500

Presenting Sponsor

- Two team entries for up to 30 participants.
- Two practice sessions with coach and helm.
- 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 team.
- Recognition on website/social and race media.
- 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!**

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 *Clark County Veterans Assistance Center*.

For more information on sponsoring Paddle for Life contact Gail Liberman at gail@dragoncyclers.com.