TEXAS DRAGON BOAT ASSOCIATION
P.O. Box 980972
Houston, Texas 77098

713-205-7373

director@texasdragonboat.com
www.texasdragonboat.com

PRESIDENT/EXECUTIVE DIRECTOR
David Mandell

CORPORATE TEAM SPONSORSHIP PROPOSAL

ABOUT THE TEXAS DRAGON BOAT ASSOCIATION

The Texas Dragon Boat Association is a 501(c)(3) Texas non-profit corporation. Our mission is
"To promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding."

WELCOME TO THE WORLD OF
DRAGON BOATING

Dragon boat racing is the world's fastest growing water sport. It combines tradition with modern day teamwork, enthusiasm, and strategy.

HOW DO YOU DRAGON BOAT?
We provide traditional Hong Kong style BuK Dragon Boats for our event. These boats measure 40 feet in length, 4 feet in width, and carry 20 paddlers, 1 drummer, and 1 steersperson. On average, these boats weigh 500 pounds. Teams will race down course ranging from 250m – 2000m on the day of the Regatta. Teams are provided with practice sessions prior to race day.

No prior experience is necessary to race dragon boats! The important thing to have is a competitive spirit and the ability to work together as a team. Synchronicity is more important than strength.

To promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding.

BOARD
Jim Travlos – Board Chairman
David Mandell – President/Executive Director
Caroline Long, D.C. – Secretary

HONORARY CHAIRMEN
Michael Jhin – St. Luke's Episcopal Health System
Eugene Lee – Chairman Emeritus, Essex Commercial Properties

BOARD DIRECTORS
Brian Chiu – MD Anderson
Caley Eichenlaub – Community Advocate
Curtis Tipton – Walmart
Dena Peavler – Community Volunteer
Gary Liu – Ernst & Young
Huang Quan Vu – Gardere Wynne Sewell LLP

WHY SHOULD YOU SPONSOR?

Dragon boat racing offers organizations a special opportunity to capitalize on:

ORGANIZATION TEAMBUILDING

An advance practice session and multiple races on event day boost team morale and create a high-performing team (20 paddlers, 1 drummer, and 4 alternates). Teamwork is the key. All equipment is provided, and coaches provide training and serve as the steerspersons.

MARKETING

The Festival and Regatta represent landmark annual Asian festivals in Houston.

COMMUNITY VISIBILITY

Past Festivals and Regattas have received wide media coverage, including print, radio, and television. Sponsors will be recognized on t-shirts, in announcements during the events, on the web site and web links, and through other channels.

DIVERSITY

The Festival and Regatta are two of the largest multicultural gatherings in Houston (Harris County) and Sugar Land (Fort Bend County). Three thousand to five thousand people per day are expected.

ESTIMATED PARTICIPATION & ATTENDANCE DEMOGRAPHICS:

PAST MEDIA COVERAGE
002 Houston Magazine
Greensheet
YELLOW Magazine
What's Up Houston
Houston Chronicle
Houston Press
Houston Intown
Houston Star
Texas Highways
Texas Monthly
Rice Addict
Asia Blue
Northeast News
FIL-AM Press
Bay Runner Magazine
Galveston County Daily News
Southern Chinese Daily
World Journal
Sohu.com
Health & Fitness Magazine
Greater Houston Weekly
HTexas Magazine
Greater Houston Convention & Visitors Bureau
Bay Area – The Citizen
Clear Lake East Community Newsletter
The Observer
Bay Area Sea Breeze
City of Nassau Bay City News
Bilingual Texas Digest
West University Examiner
Saigon Tex News
Mariner's Log
The Scene Magazine
Tropicalattitude
Channel 2
Channel 11
Channel 13
Channel 17
Channel 24
Channel 26
Channel 39
Channel 45

WHO IS THE TEXAS DRAGON BOAT ASSOCIATION?

Eight teams participated in the first Houston Dragon Boat Festival on Buffalo Bayou in downtown Houston in 2001. Held each May, the Festival has expanded to include over 30 teams, numerous arts & crafts and food vendors, day-long Asian cultural performances, and 5,000 attendees.

In 2004, TDBA inaugurated a second, two-day event, the Gulf Coast International Dragon Boat Regatta at Clear Lake Park, and now in Sugar Land, TX, held each October.

The Texas Dragon Boat Association is a 501(c)(3) whose mission is to promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding. Funds raised from the Festival and Regatta will be used to build two boathouses – one on Buffalo Bayou and one in Fort Bend County, TX – and to establish a year-round corporate/community teambuilding program, youth education program, and breast cancer survivor program.

SPONSOR BENEFITS

$3000

($2800 by Early Registration*)

- Team entry for 25 team members:
- Two advance practice sessions (weather permitting)
- Name displayed as team sponsor on event program, event signage and link on our website at **www.texasdragonboat.com**
- Mention in Texas Dragon Boat Association press releases about the event
- Multiple announcements as a team sponsor on the day of the event
- Priority registration for next year's Houston Dragon Boat Festival or Gulf Coast International Dragon Boat Regatta

Title and event sponsorship opportunities and boat naming opportunities are available

Corporate Team Sponsorship Entry Form

Sponsorships are limited and available on a first-come, first-serve basis, with priority given for sponsors from the prior dragon boat season.

COMPANY INFORMATION

*FOR MARKETING PURPOSES

COMPANY/ORGANIZATION NAME*

TEAM NAME, IF DIFFERENT FROM ABOVE*

COMPANY/ORGANIZATION WEBSITE ADDRESS

TEAM CAPTAIN INFORMATION

NAME	NAME
WORK PHONE NUMBER	WORK PHONE NUMBER
CELL PHONE NUMBER	CELL PHONE NUMBER
EMAIL ADDRESS	EMAIL ADDRESS

Checks should be made payable to: **Texas Dragon Boat Association**
Tax ID Number: **45-0499627**

MAIL SIGNED FORM AND CHECK TO: Texas Dragon Boat Association
P.O. Box 980972
Houston, Texas 77098

SCANNED FORMS:
director@texasdragonboat.com

Corporate Team Sponsorship Acceptance Form

We,_____, agree to become a Team Sponsor for:

☐ **GULF COAST INTERNATIONAL DRAGON BOAT REGATTA** October 16-17, 2021
EARLY REGISTRATION DEADLINE: JULY 16, 2021 | REGULR REGISTRATION DEADLINE: SEPTEMBER 17, 2021

Deadlines to receive sponsorship benefits: **$2,800 per Event (Early Registration)**
$3,000 per Event (Regular Registration)

Please select the option you would like to provide for your team at the event site:

☐ We will bring our own tent. (**PLEASE PROVIDE TENT SIZE:**_____)

☐ We would like to rent a tent at the cost of $150

We would like ___ t-shirts for $7 per shirt for a total of $____

SPONSORSHIP ACCEPTANCE

_____ _____
AUTHORIZED SIGNATURE DATE

_____ _____
PRINTED NAME TITLE

COMPANY INFORMATION

_____
COMPANY NAME

_____
STREET ADDRESS

_____ _____ _____
CITY STATE ZIP CODE

Texas Dragon Boat Association is a 501(c)(3) Texas non-profit corporation. In the event that TDBA shall be prevented from performing any of its obligations under the terms of this agreement by an act of God, by inclement weather (for example flash floods, excessive winds, tornados, hurricane, lightning, fire, etc.) or by the occurrence of any other event beyond its control, it shall be excused from any further performance of the obligations and undertakings set forth under the terms of this agreement. We regret that sponsorships are non-refundable. Sponsorships are limited and available on a first-come, first-serve basis, with priority given for 2019 sponsors. Please know that by turning in this team registration, you will be finally responsible for the balance.