

2020 Lewes Dragon Boat Festival **SPONSORSHIP OPPORTUNITIES**



Sunday, September 20, 2020
9am
Lewes Canalfront Park, Lewes, Delaware

FOR SPONSORSHIP/EVENT INFORMATION CONTACT

Gina Derrickson
c/o Sussex Academy Foundation
P.O. Box 693
Lewes, DE 19958
302-542-6321 | 302-856-3636
gina.derrickson@saas.k12.de.us

lewesdragonboat.com



September 2013 marked the inaugural Lewes Dragon Boat Festival hosted by the Sussex Academy Foundation at the Lewes Canalfront Park, Lewes, DE. The First Dragon Boat Festival in the First State was a success and was held annually until September 2017. After a two-year hiatus, the Lewes Dragon Boat Festival will return to the Lewes Canalfront Park on September 20, 2020.

What is Dragon Boating?

Originating in the first games of Olympia in Ancient Greece, modern dragon boating became an international sport in Hong Kong in 1976. Today, Dragon Boat Racing is one of the fastest growing sports in the United States. A Dragon Boat resembles a 46-foot hollowed canoe with a dragon's head on the front and a tail on the back. Each boat has 10 rows of seats for 20 paddlers to sit side-by-side. A seat in the bow is for a drummer to provide the cadence of the strokes and a professional Steersman controls the boat from the stern with a sweep oar. Today, cities across the United States host annual Dragon Boat Races.

What is Sussex Academy?

Sussex Academy is a public charter, tuition free, school that serves K-12. Centrally located in Georgetown, Delaware, Sussex Academy is open to all students in Delaware, but primarily serves students from throughout Sussex County.

The mission of the Sussex Academy is to foster academic achievement and social responsibility in a small school environment where students participate in an highly accelerated college preparatory program that prepares them for the technological and global mindedness needed for the 21st century and that instills ethical conduct and service to others in their day-to-day lives.

What is the Lewes Dragon Boat Festival?

It is a community wide event that provides

- outdoor family fun for everyone
- an opportunity for co-workers, families and friends to unite as a team
- a place for our community to volunteer
- opportunities for community organizations to raise funds

From 2013 to 2017 the event generated over \$315,000 for Sussex Academy and over \$18,000 for community organizations.



SPONSORSHIP OPPORTUNITIES

TITLE DRAGON \$25,000 (ONE AVAILABLE)

- Festival Naming Opportunity
- Two Complimentary Team Registrations Complete with a Team Tent and Team Sign for each Registration. (Registrations can be used by sponsor or can be donated to a community organization or youth team)
- Logo on Festival Shuttles
- Representative to Dot the Eye of the Dragon during Opening Ceremonies
- Banner on Gazebo in Lewes Canalfront Park
- Option to Address Festival Audience
- Name Recognition during the Festival and Awards Ceremony
- Logo on Festival Banner on the Net House Walkway in the Lewes Canalfront Park
- Inclusion on Sponsor Signs throughout the Lewes Canalfront Park
- Logo Recognition with Link on Festival Website
- Logo on Festival Poster
- Inclusion in Social Media Promotion
- Inclusion in all Event Promotion
- Inclusion in Thank you Ad in the Cape Gazette following the Event
- Logo on Festival Performance Shirt
- 25 Parking Passes to the Lewes Little League Parking Lot
- 15 Festival Shirts
- 10 Tickets to the Paddles Up Cocktail Party
- Sponsor Recognition Paddle
- Opportunity for Title Sponsorship in 2021

GOLD DRAGON \$10,000

- Two Complimentary Team Registrations Complete with a Team Tent and Team Sign for each Registration. (Registrations can be used by sponsor or can be donated to a community organization or youth team)
- Name Recognition during the Festival
- Logo on Festival Banner on the Net House Walkway in the Lewes Canalfront Park
- Inclusion on Sponsor Signs throughout the Lewes Canalfront Park
- Logo Recognition with Link on Festival Website
- Logo on Festival Poster
- Inclusion in Social Media Promotion
- Inclusion in all Event Promotion
- Inclusion in Thank you Ad in the Cape Gazette following the Event
- Logo on Festival Performance Shirt
- 15 Parking Passes to the Lewes Little League Parking Lot
- 10 Festival Shirts
- 8 Tickets to the Paddles Up Cocktail Party
- Sponsor Recognition Paddle

ENTERTAINMENT DRAGON \$8,000

We will have a 30 x 40 tent set up on the Green of the Lewes Canalfront Park. The tent will be set up as a lounge with pallet furniture and tables for guests to have lunch and drinks. There will also be band performances throughout the day.

- One Complimentary Team Registrations Complete with a Team Tent and Team Sign for each Registration. (Registration can be used by sponsor or can be donated to a community organization or youth team)
- Banner on Entertainment Tent in Lewes Canalfront Park
- Name Recognition during the Festival and Awards Ceremony
- Inclusion on Sponsor Signs throughout the Lewes Canalfront Park
- Logo Recognition with Link on Festival Website
- Logo on Festival Poster
- Inclusion in Social Media Promotion
- Inclusion in all Event Promotion
- Inclusion in Thank you Ad in the Cape Gazette following the Event
- Logo on Festival Performance Shirt
- 12 Parking Passes to the Lewes Little League Parking Lot
- 7 Festival Shirts
- 7 Tickets to the Paddles Up Cocktail Party
- Sponsor Recognition Paddle

SILVER DRAGON \$5,000

- One Complimentary Team Registration Complete with a Team Tent and Team Sign (Registration can be used by sponsor or can be donated to a community organization or youth team)
- Name Recognition during the Festival
- Logo on Festival Banner on the Net House Walkway in the Lewes Canalfront Park
- Inclusion on Sponsor Signs throughout the Lewes Canalfront Park
- Logo Recognition with Link on Festival Website
- Logo on Festival Poster
- Inclusion in Social Media Promotion
- Inclusion in all Event Promotion
- Inclusion in Thank you Ad in the Cape Gazette following the Event
- Logo on Festival Performance Shirt
- 10 Parking Passes to the Lewes Little League Parking Lot
- 5 Festival Shirts
- 5 Tickets to the Paddles Up Cocktail Party
- Sponsor Recognition Paddle

PARTY DRAGON \$4,500

The pre-sold ticketed event, for 200 people will be held from 5pm to 8pm on Friday, September 18, 2020. Sponsor to provide food and entertainment with a cash bar. Proceeds from ticket sales to benefit the Lewes Dragon Boat Festival.

- Cocktail Party Naming Opportunity
- Logo on Cocktail Party Tickets
- Food Truck Space at Lewes Canalfront Park on September 20 (with City of Lewes permission)
- One Complimentary Team Registration Complete with a Team Tent and Team Sign
- Information Provided to all Registered Teams about Food Orders for Team Tents
- Inclusion on Sponsor Signs throughout the Lewes Canalfront Park
- Logo Recognition with Link on Festival Website
- Logo on Festival Poster
- Inclusion in Social Media Promotion
- Inclusion in all Event Promotion
- Inclusion in Thank You Ad in the Cape Gazette following the Event
- Logo on Festival Performance Shirt
- 5 Parking Passes to the Lewes Little League Parking Lot
- 3 Festival Shirts
- Sponsor Recognition Paddle

SLEEPING DRAGON \$3,500

This sponsorship is to provide rooms for Dynamic Dragon Boat Racing coaches and officials during the festival weekend. We are looking for two double rooms with check in on September 16 and check out on September 21, three double rooms with check in on September 17 and check out on September 20 and 5 double rooms with check in on September 19 and check out on September 20. This sponsorship can be in-kind or monetary.

- Logo on Festival Banner on the Net House in the Lewes Canalfront Park
- Inclusion on Sponsor Signs throughout the Lewes Canalfront Park
- Logo Recognition with Link on Festival Website (featured as place to stay while visiting for the festival)
- Logo on Festival Poster
- Inclusion in Social Media Promotion
- Inclusion in all Event Promotion
- Inclusion in Thank You Ad in the Cape Gazette following the Event
- Logo on Festival Performance Shirt
- 5 Parking Passes to the Lewes Little League Parking Lot
- 2 Festival Shirts
- Sponsor Recognition Paddle

PRACTICE DRAGON \$2,500

Practices for 36 teams will be held at the Lewes Canalfront Park on Thursday through Saturday prior to Race Day. Each practice will have two or three teams (48 to 72 paddlers) as well as spectators. This is an opportunity to speak with over 750 community members plus area visitors.

- Logo on Festival Banner on the Net House in the Lewes Canalfront Park
- Area to set up table and hand out business information, swag and/or refreshments during practices.
- Inclusion on Sponsor Signs throughout the Lewes Canalfront Park
- Logo Recognition with Link on Festival Website
- Logo on Festival Poster
- Inclusion in Social Media Promotion
- Inclusion in all Event Promotion
- Inclusion in Thank you Ad in the Cape Gazette following the Event
- Logo on Festival Performance Shirt
- 3 Parking Passes to the Lewes Little League Parking Lot
- 2 Festival Shirts
- Sponsor Recognition Paddle

REGISTRATION DRAGON \$2,000 (TWO AVAILABLE)

- Logo on team Registration Tent Banner-One Banner for Each Tent (3 Tents)
- Inclusion on Sponsor Signs throughout the Lewes Canalfront Park
- Logo Recognition with Link on Festival Website
- Logo on Festival Poster
- Inclusion in Social Media Promotion
- Inclusion in all Event Promotion
- Inclusion in Thank you Ad in the Cape Gazette following the Event
- Logo on Festival Performance Shirt
- 3 Parking Passes to the Lewes Little League Parking Lot
- 2 Festival Shirts
- Sponsor Recognition Paddle

LUNCH DRAGON \$1,500

This is an opportunity to provide lunch for the Dynamic Dragon Boat Racing Company coaches and officials as well as safety volunteers during practices on Saturday and the Race on Sunday.

- Recognition Signs placed in the Gazebo in the Lewes Canalfront Park on Saturday and Sunday
- Opportunity to distribute information to all volunteers and paddlers during Saturday practices
- Inclusion on Sponsor Signs throughout the Lewes Canalfront Park
- Logo Recognition with Link on Festival Website
- Logo on Festival Poster
- Inclusion in Social Media Promotion
- Inclusion in all Event Promotion
- Inclusion in Thank you Ad in the Cape Gazette following the Event
- Logo on Festival Performance Shirt
- 2 Parking Passes to the Lewes Little League Parking Lot
- 1 Festival Shirt
- Sponsor Recognition Paddle

BRONZE DRAGON \$1,000

- Name Recognition during the Festival
- Inclusion on Sponsor Signs throughout the Lewes Canalfront Park
- Logo Recognition with Link on Festival Website
- Logo on Festival Poster
- Inclusion in Social Media Promotion
- Inclusion in all Event Promotion
- Inclusion in Thank you Ad in the Cape Gazette following the Event
- Logo on Festival Performance Shirt
- 2 Parking Passes to the Lewes Little League Parking Lot
- 2 Festival Shirts
- Sponsor Recognition Certificate

PEWTER DRAGON \$500

- Name Recognition during the Festival
- Inclusion on Sponsor Signs throughout the Lewes Canalfront Park
- Logo Recognition with Link on Festival Website
- Logo on Festival Poster
- Inclusion in Social Media Promotion
- Inclusion in all Event Promotion
- Inclusion in Thank you Ad in the Cape Gazette following the Event
- Logo on Festival Performance Shirt
- 1 Parking Pass to the Lewes Little League Parking Lot
- 1 Festival Shirt
- Sponsor Recognition Certificate

PHILANTHROPIC DRAGON \$250

This sponsorship is for a non-profit youth organization team (i.e. local school sports teams, dance teams, Boy Scouts, etc.). The youth organization that you sponsor will need to complete/sign a Team Registration Form, assign a team captain to organize team, team practice and team races as well as work with parents for release form signatures. Teams will be comprised of 20 paddlers, 1 drummer and 3 alternates. Each team will have two paddlers over the age of 18 with the remaining paddlers/alternates between the age of 12-17. Youth team competitions will take place at the Lewes Canalfront Park on Saturday, September 19, 2020. Winning teams will take home cash prizes: First Place \$500.00. Second Place \$300.00. Third Place \$100.00.



September 20, 2020 | 9am
Lewes Canalfront Park, Lewes, Delaware

SPONSOR APPLICATION

Company Name _____ Contact Name _____

Mailing Address _____

Phone Number _____ Email Address _____

SPONSORSHIP LEVEL

(Please check one)

- Title Dragon \$25,000
- Gold Dragon \$10,000
- Entertainer Dragon \$8,000
- Silver Dragon \$5,000
- Party Dragon \$4,500
- Sleeping Dragon \$3,500
- Practice Dragon \$2,500
- Registration Dragon \$2,000
- Lunch Dragon \$1,500
- Bronze Dragon \$1,000
- Pewter Dragon \$500
- Philanthropic Dragon \$250

SPONSORSHIP PAYMENT

Check Enclosed

Written to: Sussex Academy Foundation
Mailed to: Sussex Academy Foundation
P.O. Box 693, Lewes, DE 19958

Credit Card

Credit Card Number _____

Expiration Date _____ / _____ CVV _____

Billing Address _____

Authorized Signature _____

Date _____

Title 14, DE Code, Section 8.2.2 The Sussex Academy is a public school. Contributions and gifts are not required for admission to school and in no way affect or improve a student's opportunity for admission.

Sussex Academy Foundation on is a 501 (c) (3) organization.