

# 10TH ANNUAL PENSACOLA DRAGON BOAT FESTIVAL

Northeast Pensacola SERTOMA Club's Signature Community Event and Fundraiser



**Saturday, October 12TH, 2024**

Races and Festival, 8:00 a.m. - 5:30 p.m.  
Bayview Park, Pensacola, Florida



## BECOME A SPONSOR

The day's event consists of dragon boat races, athlete's village festivities, arts & craft vendors, and food vendors, that attracts over 7,500 spectators and participants. The event is covered by Pensacola News Journal, WEAR TV, Cox Communications, ADX Communications radio stations Cat Country 98.7, ESPN Pensacola 99.1 and News Radio 92.3, magazines and associated online news outlets. Participating Dragon Boat teams represent local and out-of-town, businesses, churches, community agencies, and community non-profit organizations.

Through the generosity of sponsors, we are able to donate to local charities benefiting kids in our community. Our Dragon Boat Festival combines teamwork, friendly competition, and entertainment for everyone. Sponsors reach a diverse group of consumers, build their brands, network and have fun!

### **Presenting Sponsor: \$20,000**

Large logo on all media not limited to, but including T-shirts, email footer, website, festival signage, banners, social media posts, billboard opportunities, logo displayed on advertising, logos shown on volunteer and staff t-shirts, press releases, 20 x 60 tent space, organization publicly thanked by announcers during the races at the award ceremony, and (3) three dragon boat teams.

### **Platinum Sponsor: \$12,000**

Medium logo on all media not limited, but including: t-shirts, website, on-site signage, pennants, logos shown on volunteer and staff t-shirts, social media posts, billboard opportunities, logo displayed on advertising, press releases, 20 x 40 tent space, organization publicly thanked by announcers during the races at the award ceremony, and (2) two dragon boat teams.

### **Gold Sponsor: \$7,500**

Medium logo on all media not limited, but including: t-shirts, website, on-site signage, pennants, logos shown on volunteer and staff t-shirts, social media posts, logo displayed on advertising, press releases, organization publicly thanked by announcers during the races at the award ceremony, 20 x 20 tent space, and (1) one dragon boat team.

### **Silver Sponsor: \$5,000**

Medium logo on all media not limited, but including: t-shirts, website, on-site signage, pennants, logos shown on volunteer and staff t-shirts, social media posts, organization publicly thanked by announcers during the races at the award ceremony, 10 x 20 tent space, and (1) one dragon boat team.

### **Bronze Sponsors: \$3,500**

Small logo on all media not limited, but including: website, on-site signage, logos shown on volunteer and staff t-shirts, and (1) one dragon boat team.

### **Festival Sponsors: \$1,000.00**

Website, festival signage, logos shown on volunteer and staff t-shirts.

### **Friends of the Festival: \$500**

Festival Signage and organization publicly thanked by announcers.

### **Donated Products or Services**

The Pensacola Dragon Boat Festival welcomes in-kind donations of services or products and gives sponsor recognition to organizations that support us through donations. If you are interested in providing services or products to the festival please contact us at [info@pensacoladragonboatfestival.com](mailto:info@pensacoladragonboatfestival.com). If you do not see a sponsorship in the packet that suits your company, please let us know and we can tailor one that does.



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