

August 2-3

— 2024 —

FORT WAYNE

DRAGON BOAT Races



**Promenade Park
Fort Wayne, IN**

PADDLES UP!

Live Races | Games
Kids Activity Area



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PARKS AND
RECREATION



SPONSORSHIP & REGISTRATION PACKET



2024 Goals

The 2024 Dragon Boat Races are poised to embrace a comprehensive set of goals that extend beyond the traditional realm of competitive racing. Primarily, the event aims to prioritize

- Team building by implementing training sessions, and collaborative activities that foster a strong sense of camaraderie among participants.
- Concurrently, the races seek to serve as a cultural celebration, emphasizing Chinese traditions through cultural performances, educational initiatives, and immersive experiences that inform a deeper understanding of the sport's rich heritage.
- Quality of life enhancement is a pivotal objective, encouraging an active and healthy lifestyle through wellness programs, fitness activities, and river recreation.

Dear Community Leader,

Fort Wayne Parks and Recreation and Riverfront Fort Wayne invite you to support the 2024 Fort Wayne Dragon Boat Races as an event sponsor.

Sponsorship plays a crucial role in fortifying the Fort Wayne Parks Department's commitment to enhancing the community's recreational and cultural experiences. Securing sponsorships for a dragon boat race is a vital aspect of ensuring the success and sustainability of the event. Your sponsorship will play a crucial role in covering various expenses associated with organizing the race, including venue rental, equipment, logistics, and promotional activities. In return for their support, sponsors gain valuable exposure to a diverse audience, as dragon boat races attract participants and spectators from various backgrounds. The sponsorship money is strategically reinvested into the event, enhancing the overall experience for participants and spectators alike. This includes improvements in race infrastructure, participant amenities, and entertainment offerings. By fostering these partnerships, dragon boat races not only thrive but also create a mutually beneficial relationship where sponsors contribute to the event's success while gaining visibility and positive brand association within the community.

Enclosed is a sponsorship form that gives information on sponsorship levels. Beyond your sponsorship, we welcome you to join us by participating in the Fort Wayne Dragon Boat Races.

Sincerely,

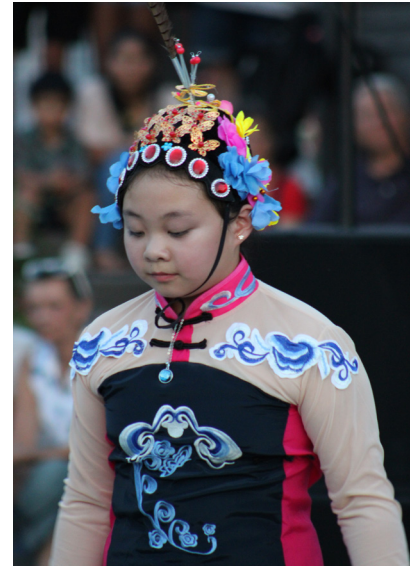
Riverfront Fort Wayne & Fort Wayne Parks and Recreation

MEET ME ON THE RIVERFRONT!

The 2024 Fort Wayne Dragon Boat Races will be held on August 2nd and 3rd at Promenade Park. The 2023 Fort Wayne Dragon Boat Races brought a crowd of over 8,000 people to Promenade Park. As a leader in the community, your involvement with us in the Fort Wayne Dragon Boat Races is an opportunity for your organization to gain exposure to the local community by showing that you support this community event.

Dragon Boat Racing is a rapidly growing sport that combines rich Chinese traditions, competition, team building exercises, and fun. Often, dragon boats are emblazoned with bright colors, dragon scales, which includes a dragon head and tail. Typical dragon boats are 46' long and feature 20 paddlers, 1 drummer, and 1 steersman. During the course of the race, the job of the drummer is to keep an effective beat in order to synchronize the paddlers.

FUN FOR THE WHOLE FAMILY!



**REGISTER A DRAGON BOAT TEAM
\$1,500/\$1,250 EARLY BIRD
\$1,000 FOR NON-PROFITS!**

FORT WAYNE DRAGON BOAT RACES

2024

Registration Information

For-Profit Team Fee: \$1,500

Early Registration Discounted Fee: \$1,250

Non-Profit/HS/College Team Fee: \$1,000

Register a team for the 8th Annual Fort Wayne Dragon Boat Races! By entering a team for this event, your organization will gain exposure to thousands of people in Northeast Indiana and create a fun team building project for your group.

Each team that registers will race their boat at least two times on the event day.

Your team's registration includes one practice time. Practices will take place on Tuesday through Friday the week before the event. Teams can also purchase an additional private on-river boat practice for \$200. (Steersperson provided subject to staff availability.) Contact Riley.Hollenbaugh@cityoffortwayne.org.

Team registration is open until July 14, 2024. Early registration ends on May 1. Full payment must be made at the time of registration. Rosters will be presented on race day.

All of the necessary equipment will be supplied for your team during practices and on event day including boat, life vests, paddles, and steersperson.

Opening Ceremonies start at 6:00 p.m. Friday.

Your team must supply 20 PADDLERS one of whom is designated as the CAPTAIN, and a DRUMMER (drummers should not weigh more than 160 lbs).

How to Register:

Event Sponsor: Complete packet and mail to 705 E. State Blvd., Fort Wayne, IN 46805 or scan and e-mail to Riley.Hollenbaugh@cityoffortwayne.org.

Teams: Complete registration packet and mail your registration form to the address above or scan and e-mail to Riley.Hollenbaugh@cityoffortwayne.org.

Duties & Expectations of a Captain:

- Represent your team through pre-event communications and during the event.
- Relay ALL information provided to you so that your team members are fully informed.
- Prepare the team roster and manage your paddlers' waivers with the Fort Wayne Dragon Boat Administrative Team. (Waiver form available online and each participant must complete one.)
- Set up your team tent or meeting location in Athlete's Village.
- Check in your team by 9:15 am on race day.
- Relay all pertinent updates to your team on race day (i.e.: schedule changes and race progression).
- Ensure that your team members know when and where to be throughout the day.
- Assist the Fort Wayne Dragon Boat Administrative Team by ensuring that your team is following the rules.
- Have Fun!!

Practice Times:

Each team/paddler must participate in at least one practice session. Practice sessions will take place the week prior to race day. Practice times will be filled on a first come first serve basis. **More details on specific times/dates will be given at a later date.**

PRO TIP

GET CREATIVE WITH YOUR TEAM AND STANDOUT!
T-SHIRTS, WRIST BANDS, HATS, ETC. MAKE YOUR TEAM UNIQUELY YOU!

2024 EVENT SPONSORSHIP LEVELS

	Gold Sponsor \$10,000 +	Silver Sponsor \$5,000
Name Recognition as "Presenting Sponsor"	✓	
Number of Dragon Boat Teams (21 Person Roster per Team)	2	1
First choice of Dragon Boat training session times	✓	
Priority choice of Dragon Boat training session times		✓
Additional on-river or pool practice	✓	✓
Printed logo on event banners in Promenade Park	✓	
Printed logo on event banners in Athlete's Village	✓	✓
Printed logo on event banners in Activity Area	✓	✓
Company recognition on all printed materials, PR, broadcast media, digital marketing, and website	✓	✓

Activity Sponsor \$1,000

Name and logo presented on activity area signage. Recognition on all printed marketing materials, PR, broadcast media, digital marketing and website.

Supporter \$500

Name listed on general event banner.

Sponsorship Form

See page 7 for payment information.

Company/Organization

Contact Name

Email

Billing Address

Phone

Team Name

Team Captain Name

Team Captain Email

Tax Deduction: The Fort Wayne Parks and Recreation Department is a tax deductible organization and your event sponsorship may be tax deductible. Please consult a tax advisor with any tax questions.

If you have any questions on sponsorship opportunities, please contact Riverfront Manager, Riley Hollenbaugh, at: Riley.Hollenbaugh@cityoffortwayne.org or **260-427-6248**.



TEAM REGISTRATION FORM

A team consists of: **A Captain**

A Drummer

(must weigh no more than 160lbs)

20 Paddlers

(may include captain if paddling)

After submitting the team registration, please follow the payment instructions included for securing your Dragon Boat Race entry.

Company/Organization

Team Contact Name

Email

Mailing Address

City/State

ZIP

Daytime Phone Number

TEAM NAME AND CAPTAIN INFORMATION

Team Name

Captain's Name (First and Last)

Email

Cell () -

Team/Company Bio

Send completed form to:

Sarah.Umbdenstock@cityoffortwayne.org

See page 7 for payment information.

PRO TIP

WIN THE AWARD FOR BEST TEAM NAME!

“DRAGON TAILS”

“WINGING THIS”

“40 ARMS OF FURY”



PROUDLY BROUGHT TO YOU BY



Riverfront
FORT WAYNE



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