

Community
Bank N.A.

presents



*Follow Your
Dragon Hearts!*

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a breast cancer survivor
and supporter dragon boat team

Sponsorship Package

2020 Lake Champlain Dragon Boat Festival

Community giving at its best!

Waterfront Park - Burlington, Vermont

Sunday, August 2, 2020



To become a Lake Champlain Dragon Boat Festival sponsor,
please contact (neal.hayes@outlook.com) - 802-999-5478 or info@dragonheartvermont.org
or Nina Atkinson (ninadhvt@gmail.com) - (802) 371-7562
For more information, go to <https://dragonheartvermont.org/>

Who is Dragonheart Vermont?

Dragonheart Vermont (DHVT), a 501(c) 3 non-profit organization, is a unique support organization for breast cancer survivors & supporters. Since 2004, we have embraced the challenging sport of dragon boating. For our breast cancer survivors, we are paddling our way to recovery with our focus on living—not on the disease. What makes the team even more special is that we are joined by a tremendous group of supporters & paddling enthusiasts. Over the years our paddling skills as well as our membership has grown. DHVT has 200 members and 10 extraordinary teams. We have breast cancer survivor teams as well as women's, men's, and coed teams for paddlers of all age ranges. In August 2020, these DHVT teams will race in the Club Crew World Championships in Aix-Les Bains, in the French Alps. What a great adventure the organization has been on.

Dragonheart Vermont Mission Statement

DHVT strives to strengthen and empower breast cancer survivors and supporters through the challenging sport of dragon boating, instilling in its members the values of teamwork, fitness and community giving.

Dragonheart Vermont Vision

DHVT strives for excellence in our breast cancer survivor and supporter teams so that our participants make a difference on and off the water.

What is Dragon Boating

Born of a time-honored Chinese tradition, dragon boating has roots over 2,000 years old. The tradition has transformed into a fun paddle sport that appeals to all ages. Dragon boat racing is a team sport that is growing fast worldwide. Every year, an estimated 50 million people from 40 different countries participate in the sport of dragon boat racing.

Dragon boat racing is the ultimate team sport, and with a short lesson almost anyone can enjoy paddling. Twenty paddlers sit two-by-two in a 41-foot long boat. A steersperson stands in the back guiding the boat. A drummer sits on the bow & beats out the cadence of the strokes. Dragon boating is a great unifier. The boat simply will not glide unless the 20 paddlers work together as a team. It is a sport that knows no bounds. It calls to people of all ages, genders and athletic skills. The appeal of dragon boating is truly universal. Why? Because it's challenging! It's teamwork at its finest! It's a spectacle! It's fun!

What is the Lake Champlain Dragon Boat Festival?

It's a community-wide event that invites people to team up to race dragon boats & raises funds for a cancer-related organization in our area. The Festival is an opportunity for co-workers, families and friends to unite as a team in a dragon boat. They race for fitness, teamwork, fun, and charity. With about 64 teams powered by 1,400 racers, 200 DHVT members, 200 volunteers, 50+ sponsors, and 8-10,000 spectators, it is clear that our Burlington community embraces our cause wholeheartedly. The Lake Champlain Dragon Boat Festival will celebrate its 15th annual event in 2020. Our goal is to get our entire Vermont community involved in the celebration and to continue to help make a difference in the lives of cancer survivors in our community.

Sisters at Heart Celebration – Saturday, August 1 and Sunday, August 2, 2020

A celebration of sisterhood for breast cancer survivor dragon boat teams from the USA and Canada held every year on the first Saturday of August. It is a day of paddling, workshops, camaraderie and fun. We share our stories over lunch and challenge each other in 500-meter races. Saturday evening is filled with music and dance at the Sunset Dragonfest Party with live music provided by the X-Rays. Sunday extends our weekend event as we take part in the Community Festival competing in the 200-meter races and culminating with our Flower Ceremony on the water. We remember our friends who have passed, our sisters and brothers who are fighting the fight, and rejoice in our strength as paddlers.



The Flower Ceremony that has become a tradition after the Breast Cancer Survivor Championship Race

Who benefits from the Lake Champlain Dragon Boat Festival?

Everyone involved does! Paddlers experience TEAMWORK at its best. Spectators are entertained & inspired by activities presented at Waterfront Park & the races on the waters of Lake Champlain. Our sponsors receive enormous media exposure & lasting good will from their involvement in this community charity event. Best of all, we have been fortunate to give back to our community & help those in need. With the help of sponsors, donors, paddlers, and volunteers, DHVT has raised almost \$2.4million in 14 years that helps to provide cancer support in our Vermont community. This is truly teamwork at its best.

Goals of the Lake Champlain Dragon Boat Festival

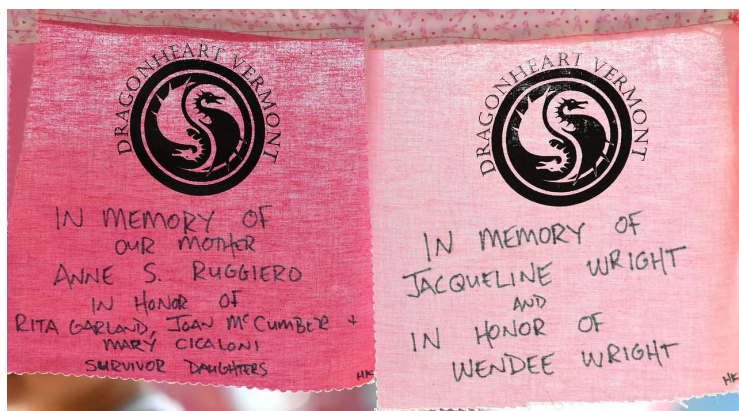
- The LCDBF is Dragonheart Vermont's major fundraising effort and provides funding so that the non-profit organization may continue to successfully carry on with its mission.
- To give back to the community by raising funds for **Integrative Therapies at the UVM Cancer Center**
- To raise awareness about breast cancer
- To foster fitness, teamwork, and community giving, together in one event
- To create a partnership with our Sponsors this year and for years to come
- To inspire the entire Burlington business community to join together and support this charitable event
- To recruit 64 teams from community businesses, service organizations, civic groups, and community members
- To share the exciting sport of dragon boat racing with our Vermont community
- To enhance the quality of life in Vermont by presenting a fun-filled, hands-on summer festival for all ages
- To make the Lake Champlain Dragon Boat Festival a favorite Burlington summer tradition
- To put on a '*greener*' Festival

2020 Fundraising Beneficiary: Integrative Therapies at the UVM Cancer Center

While cancer therapy has improved cancer outcomes, cancer and its treatment often come with significant challenges that require additional support beyond traditional medical approaches. Integrative oncology refers to the use of complementary therapies in collaboration with conventional cancer treatment to enhance wellness, improve quality of life, and relieve symptoms and side effects of conventional treatments. Integrative Therapies at The UVM Cancer Center provides acupuncture, yoga, massage, mindfulness and other therapies to cancer patients and survivors. Your financial support will help The UVM Cancer Center to offer health and wellness-enhancing integrative therapies in conjunction with traditional cancer care for cancer patients and survivors in Vermont and upstate New York.

**Fundraising Efforts of the Lake Champlain Dragon Boat Festival – Over 2 Million dollars to
Pledge Partners from 2006 through 2019**

Pledge Partner	Donated Amount	Proceeds Allocated for
FAHC Radiation Oncology Dept.	\$35,000	ultrasound machine
Vermont Respite House/Hospice	\$40,000	state-of-the art hospital beds & equipment
Cancer Patient Support Program's Emergency Fund	\$90,000	Emergency Fund support for cancer survivors in need
City of Burlington	\$112,567	Community Docks renewal
Vermont 's Camp Ta-Kum-Ta	\$249,300	Activities Cabins and pavilion
Survivorship NOW – Disbursements from 2011 to 2017	\$538,235	Empowering wellness programs for cancer survivors, yoga programs, lymphedema garments for cancer survivors, home away from home supplies, Healing Circles, and the Young Survivor Network
2018 - Integrative Therapies at the UVM Cancer Center	\$55,000	Provides acupuncture, yoga, massage, mindfulness and other therapies to cancer patients and survivors
2019 - The McClure Miller Respite House	\$32,000	A home away from home for people who have exhausted home or alternative settings to receive hospice care



Sponsorship Levels – Community & Corporate

2020 LAKE CHAMPLAIN DRAGON BOAT FESTIVAL (LCDBF) Sunday, August 2, 2020

LEVEL	COST
LCDBF Presenting Sponsor & Medal Sponsor	\$\$\$\$\$\$\$
LCDBF Race Shirt Sponsor	\$20,000
LCDBF Race Hat Sponsor	\$15,000
LCDBF Marshaling Dragon Sponsor	\$14,000
LCDBF Power Dragon Sponsor	\$12,000
LCDBF Cider Dragon Sponsor	\$10,000
LCDBF Athletes' Village Sponsor	\$10,000
Sisters at Heart Presenting Sponsor	\$10,000
LCDBF Corporate Tent Sponsor	\$10,000 and above
LCDBF Gold Dragon Sponsor(s)	\$ 6,000
LCDBF Silver Dragon Sponsor(s)	\$ 5,000
LCDBF Copper Dragon Sponsor(s)	\$ 4,000
Sisters at Heart Workshop Sponsor(s)	\$ 3,000
LCDBF Green Dragon Sponsor(s)	\$ 3,000
LCDBF Pink Dragon Sponsor(s)	\$ 2,500
Sisters at Heart Lunch Sponsor(s)	\$ 2,000
LCDBF Bronze Dragon Sponsor(s)	\$ 2,000
LCDBF Dragon Boat Buddies Sponsor(s)	\$ 1,000
LCDBF Dragon Boat Racers Sponsor(s)	\$ 500

Sponsorship Levels for the 2020 Lake Champlain Dragon Boat Festival

Sunday, August 2, 2020

Benefits	Presenting Sponsor	Race Shirt Sponsor	Race Hat Sponsor	Marshaling Dragon Sponsor	Power Dragon Sponsor	Cider Dragon Sponsor	Athletes' Village Sponsor	Corporate Tent Sponsor	SAH Presenting Sponsor
SPONSORSHIP CONTRIBUTIONS	\$\$\$\$	\$20,000	\$15,000	\$14,000	\$12,000	\$10,000	\$10,000	10,000 +	\$10,000
Exclusive Presenting Rights for the Lake Champlain Dragon Boat Festival, SAH has presenting rights for SAH Day on Saturday	•								•
Acknowledgment in PSAs	•								
Receive free or discounted race team entry fee (Value \$1,785 per team)	2 free	1 free	1 free	1 free	1 free	1 free	1 free	1 free + 4 shirts and hats	1 free
Feature Company name and logo on 7,500 Pre-Festival campaign post cards and 1,000 posters distributed around the region) (Value of \$3,000) (Must be a sponsor by February 15)	•	•	•	•	•	•	•	•	•
Showcase Name & Logo with hyperlink on www.dragonheartvermont.org website	•	•	•	•	•	•	•	•	•
Prominent signage & pennants at Festival site	•			Marshaling Area	Results Tent	Cider Garden	Athletes' Village	Corporate Tent	•
Name & Logo on 1800 Festival shirts or hats	Shirts	Shirts	Hats	Shirts-Small	Shirts-Small	Shirts-Small	Shirts-Small		
Final race named in honor of presenting sponsor, SAH final named for SAH presenting sponsor	•								•
Name on Festival trophies	Champ Cup	B Final	C Final	D Final	E Final	F Final	G Final		SAH Final
Name & Logo on Participatory Medals	•								
Feature company name on LCDBF digital media. Over 16 Vertical Response emails to 5,000 past and current paddlers, sponsors, and businesses	•	•	•	•	•	•	•		•
Name on LCDBF press releases	•								
Display and acknowledgment of company name and logo on 23,000 full color Pre-Festival "Register your Team" inserts in Seven Days (Value \$3,300) (Must be committed by February 15)	•	•	•	•	•	•	•		•
Name & Logo in two page "Come to the Festival" ad in Seven Days (Value \$1,950)	•	•	•	•	•	•	•	•	•
Name & Logo in full-color "Thank You" ad in local news media (Value \$1,450)	•	•	•	•	•	•	•	•	•

Social Media inclusions in Facebook, Twitter, and You-Tube , postings throughout the season	•								
Name in all local newspaper & magazine LCDBF articles	•								
Name & Logo on LCDBF Banner over Main Street or Shelburne Rd for 2 weeks (Value \$740)	•	•	•	•	•	•	•	•	•
Receive free VIP Parking Passes (Value \$40)	4							2	3
Receive company exhibit tent for race weekend	•	•	•	•	•	•	•	•	•
Recognition at opening and awards ceremony	•	•	•	•	•	•	•	•	•
Recognition by race announcer the day of the Festival	•	•	•	•	•	•	•	•	•
Opportunity for company delegate to speak during LCDBF	•	•	•	•	•	•	•	•	•
Receive 4 each Entry Tickets for use in the Woodchuck Cider Tent for Sunset Party on Saturday night								•	
Unlimited potential for community good will and meeting your fundraising goal	•	•	•	•	•	•	•	•	•
Provide unique team building experience for employees	•	•	•	•	•	•	•	•	•
Receive right of first refusal to repeat sponsorship next year by September 1	•	•	•	•	•	•	•		•

Sponsorship Levels for the 2020 Lake Champlain Dragon Boat Festival

Sunday, August 2, 2020

Benefits	Gold Dragon Sponsors	Silver Dragon Sponsors	Copper Dragon Sponsors	SAH Workshop Sponsor	Green Dragon Sponsors	Pink Dragon Sponsors	SAH Lunch Sponsor	Bronze Dragon Sponsors	Dragon Boat Buddies Sponsors	Dragon Boat Racers Sponsors
SPONSORSHIP CONTRIBUTIONS	\$6,000	\$5,000	\$4,000	\$3,000	\$3,000	\$2,500	\$2,000	\$2,000	\$1,000	\$500
Receive free or discounted race team entry fee (Value \$1,785 per team)	60% discount	50% discount	30% discount	20% discount	20% discount	15% discount	10% discount	10% discount	5% discount	1% discount
Feature Company name and logo on 7,500 Pre-Festival campaign post cards and 1,000 posters distributed around the region) (Value of \$3,000) (Must be a sponsor by February 15)	•	•								
Showcase Name & Logo with hyperlink on www.dragonheartvermont.org website	•	•	•	•	•	•	•	•	•	•
Name & Logo on 1800 Festival shirts	Shirts-Small									
Name & Logo in two page “Come to the Festival” ad in Seven Days (Value \$1,950)	•	•								
Name on LCDBF press releases	•	•	•	•	•	•	•	•	•	
Name & Logo in full-color “Thank You” ad in local news media (Value \$1,450)	•	•	•	•	•	•	•	•	•	•
Name & Logo on LCDBF Banner over Main Street or Shelburne Rd for 2 weeks (Value \$740)	•	•								
Receive company exhibit tent for race weekend	•									
Recognition at awards ceremony	•									
Recognition by race announcer the day of the Festival	•			•			•			
Opportunity for company delegate to speak during LCDBF	•									
Unlimited potential for community good will and meeting your fundraising goal	•	•	•	•	•	•	•	•	•	•