



**Dragonheart Vermont and Community Bank, N.A.  
Present the  
17th Annual Lake Champlain Dragon Boat Festival  
Waterfront Park - Burlington, Vermont  
Sunday, August 6, 2023**

Please consider partnering with Dragonheart Vermont (DHVT) to support our upcoming annual community charity fundraiser, the **Lake Champlain Dragon Boat Festival (LCDBF)**.

DHVT, a 501(c)3 non-profit organization, has been empowering breast cancer survivors and their supporters with fitness and support programs since 2004. For our breast cancer survivors, they are paddling their way to recovery with their focus on living - not on the disease.

***DHVT 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.*

Why Dragonboating? 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. Twenty paddlers sit two abreast on 10 bench seats in a 41-foot-long boat. A steersperson stands in the back guiding the boat. A drummer sits on the bow and beats out the cadence of the strokes. The trick to making the boats surge through the water is for everyone to connect with their teammates and paddle exactly in sync. It is a great unifier! The appeal of dragon boating is truly universal. Why? Because it is challenging! It is teamwork at its finest! It is exciting to watch! It is fun!

The LCDBF is DHVT's major annual fundraising effort to ensure that our non-profit organization may continue to successfully carry on with its mission to offer wellness and support programs to those who have been impacted by cancer. The LCDBF is a community-wide event that invites people to team up with DHVT to raise funds for a local cancer-related organization known as our "Pledge Partner." Our pledge partner is an organization that also supports cancer patients, their families, and supporters. This year's pledge partner is **McClure Miller Respite House**.

The McClure Miller Respite House, Vermont's only Medicare-certified inpatient hospice residence, is a home away from home for people with terminal illnesses. Their outstanding care and facilities allow families to spend quality time with their loved ones without worry of financial impact. Approximately \$1,000,000 of care is provided that is not reimbursed by Medicare/Medicaid each year and must be made up through donations.

The LCDBF is the perfect trifecta: Community fundraising, raising awareness regarding breast cancer and dragon boat paddling. It is a wonderful community building experience, and it offers a shared thrill of accomplishment. Knowing each has contributed to supporting a purposeful, meaningful, and often, a close-to-home cause.

We hope you will peruse the sponsorship opportunities and consider the level of support that your business can provide to enrich and empower the lives of our loved ones affected by cancer. Showcase your passion for the health and wellness of BCS in our community at any one of these sponsorship levels. Your tax-deductible support gives us both greater reach and success! Also, if you have any additional ideas on how your business may sponsor the LCDBF, please contact us at [sponsors@dragonheartvermont.org](mailto:sponsors@dragonheartvermont.org).

We welcome sponsors to register a team and participate in the dragon boat races. Being a participating team brings the opportunity to build camaraderie, create team unity as you learn to paddle together on practice weekend, plan fundraising events, decorate your tent site in athlete's village, show your spirit with a team cheer and meet the ultimate goal of knowing you've contributed to our community in a meaningful way! Please contact DHVT at [www.dragonheartvermont.org](http://www.dragonheartvermont.org) for more information on how to register a team(s).

Dragonheart Vermont, the LCDBF and the McClure Miller Respite House thank you for your consideration in serving as a valued sponsor for our annual community charity fundraiser.

**Please Email us at [Sponsors@dragonheartvermont.org](mailto:Sponsors@dragonheartvermont.org)**

**Or visit us on the web [www.dragonheartvermont.org](http://www.dragonheartvermont.org)**

**Our mailing address is:** Dragonheart Vermont  
899 Dorset St.  
South Burlington, VT 05401



**Sponsorship Opportunities**  
**17<sup>th</sup> Annual Lake Champlain Dragon Boat Festival**  
**Waterfront Park - Burlington, Vermont**  
**Sunday, August 6, 2023**

<b>Sponsorship Levels and Dollar Contribution</b>	<b>T-Shirt Sponsor \$15,000</b>	<b>Hat Sponsor \$12,000</b>	<b>Gold \$10,000+</b>	<b>Silver \$5,000+</b>	<b>Bronze \$2,000+</b>	<b>Friends \$500+</b>	<b>Banner \$250/450*</b>
<b>Sponsorship Benefits</b>							
Featured Logo on T-Shirt	•						
Logo on Hat		•					
Registration Fee for One Team	•	•	•	50% Off			
Festival Exhibit Space	•	•	•	•			
Prominent Signage at Festival	•	•	•	•			
VIP Parking at Festival	•	•	•	•			
Feature article in one of our community newsletters (45,000+ impressions)	•	•	•	•			
Customized Marketing Materials (see below - size and type vary by sponsorship level)	•	•	•	•			
Logo included on Back of Festival T Shirt			•	•			
Sponsorship Recognition in Community Newsletters to 5000+LCBDF friends (45,000+ impressions)	•	•	•	•	•		
Social Media Posts to 3000 Followers (minimum number of posts)	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	
Sponsor Recognition at Festival	•	•	•	•	•	•	•
Linked logo on our DHVT website sponsor page	•	•	•	•	•	•	•
Logo or Name in full-color "Thank You" ad in local news media (Value \$1,450)	•	•	•	•	•	•	•
Company Banner Flown at Festival*							•

\*Additional one-time setup cost of \$200 charged for new banner sponsors



Special thanks to our PRESENTING SPONSOR



**SAMPLE: Sponsor co-branded label for customized marketing materials, such as window clings, etc.**