

2012 Annual DFW Dragon Boat, Kite and Lantern Festival

*May 20th, 2012
Lake Carolyn, Irving, Texas*



Sponsor Package

*presented by
Marco Polo World Foundation*

Welcome to the 2012 Annual DFW Dragon Boat, Kite and Lantern Festival

Dragon Boating is one of the hottest growing sporting events around the world. Competitions are being held regularly with great success in the northeast and western United States. Established Dragon Boat programs in Boston, New York and L.A. attract about 50,000 participants each year. Marco Polo World Foundation is proud to bring this festival to North Texas!

Attractions include:

- Dragon Boat Racing
- Kite Flying Demo & Competition
- Lantern Display & Lantern Riddles
- Main Stage featuring a diverse collection of cultural performances
- Chinese Shuttlecock Demo & Competition
- Traditional Handicraft Demonstrations
- Traditional Ethnic Foods
- Hourly Raffle Drawing
- Photography Competition... & More!

In addition to the main competition events of the dragon boat teams, there is also kite flying and lantern display, and a main stage featuring multi-cultural performances. There are also numerous booths showcasing handicrafts, educational cultural activities and ethnic foods.

With strong support and partnership from local businesses like Michael's, community groups, city and county agencies like the Dallas County Utility and Reclamation District (DCURD), the festival has attracted widespread participation and attendance and has successfully promoted teamwork and diversity in our communities. It was our utmost honor that the Consulate General of the People's Republic of China, State Representatives and several mayors in the metroplex have graced the 2011 festival with their presence and addressed the audience members on our main stage with much enthusiasm at the opening ceremony.

This year's festival is scheduled to take place from 8:30 a.m. to 6 p.m. on Sunday, May 20th at Lake Carolyn in Irving, Texas.



About...



Marco Polo World Foundation

Marco Polo World Foundation is a non-profit 501(c)(3) organization founded in 2007. We are a non-religious and non-partisan organization with a sole focus on the promotion of intercultural understanding. Our mission is to introduce to our community the sport of dragon boat racing, and to showcase Asian culture.

We launched the Annual DFW Dragon Boat, Kite and Lantern Festival as an effort to pursue our mission, and to celebrate the Asian-Pacific American Heritage Month. Through this festival, we hope to bring together organizations from all different sectors of the community, and encourage local, regional and international interaction. MPWF is also in the process of setting up a scholarship fund for students who show dedication to promoting intercultural understanding.

The festival

Dragon Boating is a platform through which we aim to bridge and improve the diverse, multi-cultural communities around the DFW area. Forty-two very diverse teams participated in 2011, including boy scouts, breast cancer survivors, city, corporate and non-profit community teams, and professional teams from Austin, Houston, and Louisiana with over 1000 people participating in the races.

This is an educational and cultural event that is free to the public. Since the inaugural annual festival in 2007, we have witnessed doubled attendance for each subsequent year and we are expecting over 20,000 people to attend the festival in 2012. This festival also attracts a lot of media coverage, including channel 4 news, Dallas Morning News, and various Asian news media.

In 2012, we again expect to be strongly supported by City of Irving as well as a breadth of community and business organizations, and to be widely covered by the ethnic and mainstream presses. By sponsoring and supporting this event, you will be demonstrating your strong bonds with the DFW Asian American community and communities at-large. We look forward to your participation.



Why sponsor this festival?

Team building:

An unique opportunity to build trust and positive attitude among peers. Team members create mutual memories that they could cherish long after the day of competition. The practice session(s) and rounds of races boost the spirit of belonging and morale.

Marketing opportunity:

The Annual DFW Dragon Boat, Kite and Lantern Festival is one of the most anticipated cultural event in the area. It is the landmark multicultural festival with much recognition and coverage. Attendance doubles each subsequent year since its debut in 2007. Over 20,000 people are expected to attend the festival in 2012.

For more information...

Please feel free to adopt this festival as part of your Asian Pacific Heritage Month program. As a major sponsor, you will have a complimentary booth at the festival that can be staffed by your employees or volunteers to distribute information about your organization. Details about various sponsorship packages and their respective benefits can be found on the following pages.

Please visit our website at www.dfwdragonboatfestival.com for more information. Should you have any questions, please feel free to call *Diana Meilan Wang*, President of the Marco Polo World Foundation, at 214-850-9986; or email her at meilan@dfwdragonboatfestival.com. We look forward to closely working with you on this exciting cultural and educational event.



Sponsorship Levels

Signature (\$25,000)

- Sponsor name on a dragon boat
- Name on official banners, signage, web site, and program
- Full page color ad (5.25" X 8") on the back cover of official program
- Sponsor message during event
- Sponsor's web site link to be on official festival web site
- Sponsor's name to be on the press release.
- Dragon boat package and team training – 4 teams
- Two rounds of training per team on practice day
- Four complimentary booths at the festival
- 8 VIP parking passes
- Three complimentary team photos
- Tax deductions

Diamond (\$15,000)

- Name on official signage, web site, and program
- Full page color ad (5.25" X 8") on inside cover of official program
- Sponsor message during event
- Sponsor's web site to be linked to the official festival web site.
- Sponsor's name to be on the press release.
- Dragon boat package and team training – 3 teams
- Three complimentary booths at Festival
- 6 VIP parking passes
- Two complimentary team photo
- Tax deductions



Sponsorship Levels, continued

Ruby (\$10,000)

- Name on official signage, web site and program
- Two full page color ad (5.25" X 8") in official program
- Dragon boat package and team training – 2 teams
- Two complimentary booths at Festival
- 4 VIP parking passes
- One complimentary team photo
- Tax deductions

Sapphire (\$5,000)

- Name on official web site and program
- Full page color ad (5.25" X 8") in official program
- Dragon boat package and team training – 2 teams
- One complimentary booth at Festival
- 2 VIP parking passes
- Tax deductions

Jade (\$1,800)

- Name on official website and program
- Half page color ad (5.25" X 4") in official program
- Dragon boat package and team training
- One complimentary booth at Festival
- Tax deductions

Others

- Advertising on the program book only:
 - Full color page (5.25" X 8") \$600
 - Half color page (5.25" X 4") \$300
- Corporation booth only \$500.00

Sponsorship Agreement

Company Name: _____

Contact: _____ Title: _____

Address: _____

City

State

Zip

Phone: _____ Email: _____

URL (if applicable): _____

- Sponsorship Level:
- ☐ Signature (\$25,000)
 - ☐ Diamond (\$15,000)
 - ☐ Ruby (\$10,000)
 - ☐ Sapphire (\$5,000)
 - ☐ Jade (\$1,800)
 - ☐ Others: Please specify: _____
 - ☐ Donation: Please specify: _____

Authorized Signature: _____

PAYMENT:

Check/money orders are payable to: MPW Foundation
Please return this agreement form and payment to:

Marco Polo World Foundation
P.O. Box 631451
Irving, Texas, 75063

Thank you for your support for the 2012 Annual DFW Dragon Boat, Kite, and Lantern Festival.
Please retain a copy for your record.

