



Marco Polo World Foundation

Host of Annual DFW Dragon Boat, Kite and Lantern Festival

Dear Friend & Supporter,

We are pleased to invite you and give you the opportunity to sponsor the 2014 Annual DFW Dragon Boat, Kite and Lantern Festival, a premier Asian cultural and educational event in North Texas. With strong support from businesses, community groups, and city governments, the festival has attracted widespread participation from the business and multi-cultural community. As in years past, the 2013 Annual DFW Dragon Boat, Kite, and Lantern Festival opening ceremonies were attended by State Representatives and several mayors in North Texas, celebrating the month of May as Asian Pacific Heritage Month.

In 2014, the festival is scheduled to take place from 8:30 a.m. to 6:00 p.m. on Sunday, May 18th on Lake Carolyn in Las Colinas, Irving, Texas. In addition to dragon boat team races, there will be a kite and lantern festival, a main stage featuring multi-cultural performances as well as numerous events showcasing traditional handicrafts, Chinese shuttlecock demonstration and competition, along with delicious ethnic foods. We also have grand raffle drawing prizes of international airline tickets. This is an educational and cultural event that is free to the public. Since introducing this annual festival in 2007, we have significantly increased attendance each year. We expect 50-60 racing teams, 80 booths and 25,000 people to attend in 2014.



What is unique about this festival is that it brings the team sport of dragon boating to the DFW area. Dragon boating is a proven team-building activity and generates much enthusiasm among the participants. Over 30 teams entered in 2013, including scouts, breast cancer survivors, city, corporate and non-profit community groups. Teams came all the way from cities like Austin and Houston and other states

like Louisiana, with over 900 people participating in the races. This festival also attracts regional media coverage.

The festival is hosted and organized by the Marco Polo World Foundation which is composed of community leaders and volunteers who dedicate their valuable personal time to promote multi-cultural understanding, education, and the sport of dragon boating. Marco Polo World Foundation (MPWF) is a non-profit 501(c)(3) organization. It is a non-religious and non-partisan organization focused on the promotion of intercultural understanding and acceptance of diversity in the community. MPWF provides four programs: (1) the Annual DFW Dragon Boat, Kite and Lantern Festival, (2) scholarships, (3) internships, and (4) membership. Through these programs, we aim to bring individuals and organizations from all different sectors of the region together, and encourage local, regional and international interaction.

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. Marco Polo World Foundation is proud to bring this festival to North Texas! And our festival is the biggest dragon boating event in all of North America!



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We encourage you to put together a dragon boat team to participate in the exciting 2014 dragon boat races. Dragon Boating is an easy to learn, team-oriented sport that promotes teamwork and increases productivity and wellness. We provide all equipment, including the boats, paddles, as well as training for the teams the day before the scheduled event. Each team consists of twenty paddlers and one drummer. We work closely with the Texas Dragon Boat Association and USA Dragon Boating who provide seasoned coaches to professionally manage the dragon boat races. More information on the festival can be found on our

website at www.dfwdragonboatfestival.com, and you can also follow us on Facebook, YouTube and Twitter! Please feel free to adopt the festival as part of your Asian Pacific Heritage Month program.



In 2014, we expect again to be strongly supported by the City of Irving and a breadth of community and business organizations, and to be widely covered by the ethnic and mainstream press. By sponsoring and supporting this event, you will be demonstrating your strong ties with the DFW Asian American community and the community at large. We look forward to your participation. 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's products and services.

With your strong support, more and more people will have the chance to participate in this event to share their enjoyment, enrich their knowledge, and enhance their understanding of diverse cultures. We hope you will join us on this exciting cultural and educational event. Should you have any questions, please feel free to contact us by email at diana@marcopoloworldfoundation.org or by cell phone at 214-850-9986.

Thank you for your support.

Sincerely,

Diana Meilan Wang
Chairwoman & President
Marco Polo World Foundation

Ying Liang
2014 Festival Chair
Marco Polo World Foundation



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Sponsorship Levels

Signature (\$25,000)

- Sponsor name on a dragon boat
- Name on official banners, signage, web site, and program
- Sponsor's web site link and logo to be on official festival web site, Facebook and Twitter
- Full page color ad (5.25" X 8") on the back cover of official program (3000 copies)
- Sponsor message during event
- 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
- Sponsor's web site link and logo to be on official festival web site, Facebook and Twitter
- Full page color ad (5.25" X 8") on inside front cover of official program (3000 copies)
- Sponsor message during event
- 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





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Sponsorship Levels, continued

Ruby (\$10,000)

- Name on official signage, web site and program
- Sponsor's web site link and logo to be on official festival web site, Facebook and Twitter
- Full page color ad (5.25" X 8") on inside back cover of official program (3000 copies)
- 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
- Sponsor's web site to be linked to the official festival web site
- Full page color ad (5.25" X 8") in official program (3000 copies)
- Dragon boat package and team training - 2 teams
- One complimentary booth at Festival
- 2 VIP parking passes
- Tax deductions

Jade (\$2,000)

- Name on official website and 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") \$680
 - Half color page (5.25" X 4") \$480
- Corporation booth only \$500.00



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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 (\$ 2,000)
- ☐ 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 2014 Annual DFW Dragon Boat, Kite, and Lantern Festival.
Please note that all payments are non-refundable under any circumstances.
Please retain a copy for your record.