



ON SITE MARKETING OPPORTUNITIES

The **10th Annual Riverfront Dragon Boat & Asian Festival** is a fantastic venue to market your product, services and business. You will reach a diverse audience of **15,000 – 20,000 people**. This *two-day event* consists of dragon boat races as well as an Asian Festival, with music and entertainment, food vendors, and more. The event format encourages people to not only watch the races, but to walk around and experience all that the festival has to offer - allowing you to gain quality face time with potential new customers.

Important details regarding the festival:

- **Dates:** Saturday, August 21st and Sunday, August 22nd, 2010
- **Times:** Saturday 9:00am – 5:00pm, and Sunday 9:00am – 2:00pm
- **Location:** Mortensen Riverfront Plaza, Hartford, CT
- **Estimated Attendance:** 15,000 – 20,000 people
- **Demographics:** 20% Asian, 80% Mixed from suburban and urban communities, mostly from New England, approximately 10% - 20% from outside of Connecticut; Many families with children



Don't pass up this wonderful opportunity to connect with thousands of people and create new business opportunities!

Contact Jessica Leone at 860.713.3131 ext. 329 or at jleone@riverfront.org for more information and to receive an application



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