



**Riverfront Recapture's Mortensen Riverfront Plaza
Hartford, CT
August 15th and 16th, 2009**

The Dragon Boat Races and Asian Festival, an annual Riverfront tradition, expands to a 2-day festival in 2009! The event combines colorful and competitive Dragon Boat races with Asian entertainment, food, and culture. The ancient Chinese art of Dragon dancing gets the weekend started as dancers lead the paddlers to their boats, which are decorated with Dragon heads and tails. Entertainment runs both days at Mortensen Riverfront Plaza in downtown Hartford.

Sixty teams, representing area corporations and community groups, as well as Dragon Boat Clubs from all over the Northeast, participate in the spirited competition throughout the day. The festival concludes with an awards and recognition ceremony for all participants and sponsors.

Expected attendance: 15,000 – 20,000

The Dragon Boat Races and Asian Festival is a great community event and unique celebration of arts and culture featuring excellent team-building opportunities and extensive sponsor visibility. Make sure your company is part of the excitement this year!

Presenting Sponsorship SOLD Aetna, Inc.

Gold Sponsor - \$10,000 (Limited to 2)

- ◆ Logo/ name recognition on event signage throughout the race/festival site;
- ◆ Opportunity to hang (up to 2) banners at race site;
- ◆ Logo in program and/ or print material for distribution at event;
- ◆ Logo recognition on festival t-shirt (Presenting Sponsor and 2 Gold Sponsors only);
- ◆ Recognition in pre-event promotion (brochures, flyers, newsletter, etc.);
- ◆ Recognition in press releases;
- ◆ Mentions during opening festivities and awards ceremony;
- ◆ One complimentary team of 22 - 25 people to race in 9th Annual Dragon Boat Races, including two coached practice sessions;
- ◆ One complimentary 16' x 16' team tent;
- ◆ \$1,000 discount off 2nd team entry;
- ◆ Opportunity to host a 10' x 10' booth to distribute promotional materials/ products to race goers;
- ◆ Logo on sponsor recognition page of website;
- ◆ Logo on website event listing page;
- ◆ Name recognition on Riverfront Recapture's 2009-2010 Wall of Fame at Mortensen Riverfront Plaza, seen by the hundreds of thousands who visit Riverfront parks each year;
- ◆ Name recognition in Riverfront Recapture's 2009 - 2010 Annual Report.



Silver Sponsor - \$5,000 Limited to 4

- ◆ Logo/name recognition on event signage throughout the race/festival site;
- ◆ Opportunity to hang banner at race site;
- ◆ Logo in program and/or print material for distribution at event;
- ◆ Recognition in press releases;
- ◆ Mention during opening festivities and awards ceremony;
- ◆ One complimentary team of 22 - 25 people to race in 9th Annual Dragon Boat Races, including two coached practice sessions;
- ◆ One complimentary team tent;
- ◆ \$1,000 discount off 2nd team entry;
- ◆ Opportunity to distribute promotional at information booth;
- ◆ Logo on sponsor recognition page of website;
- ◆ Recognition on website event listing page;
- ◆ Name recognition on Riverfront Recapture's 2009-2010 Wall of Fame at Mortensen Riverfront Plaza, seen by the hundreds of thousands who visit Riverfront parks each year;
- ◆ Name recognition in Riverfront Recapture's 2009 - 2010 Annual Report.

Bronze Sponsor - \$2,500 Unlimited

- ◆ Recognition on event signage;
- ◆ Recognition on program and/or print material for distribution at event;
- ◆ \$500 discount off entry fees for each Dragon Boat team from your company;
- ◆ Name recognition on www.Riverfront.org;
- ◆ Name recognition on Riverfront's 2009-2010 Wall of Fame;
- ◆ Name recognition in Riverfront Recapture's 2009 - 2010 Annual Report.

Youth Boat Sponsor - \$1,000

We are offering four Youth Boat Sponsorships to support local youth teams.

- ◆ Name recognition on event program book as team "powered by your company";
- ◆ Opportunity to spend the day with sponsored team;
- ◆ Name listed on www.Riverfront.org, and,
- ◆ Name recognition on Riverfront's 2009-2010 Wall of Fame;
- ◆ Name recognition in Riverfront Recapture's 2009 - 2010 Annual Report.

Patron Sponsor – \$1,000

We are offering unlimited Patron Sponsorships. Benefits include:

- ◆ Name recognition on event signage;
- ◆ Name listed on www.Riverfront.org;
- ◆ Name recognition on Riverfront's 2009-2010 Wall of Fame;
- ◆ Name recognition in Riverfront Recapture's 2009 - 2010 Annual Report.

Corporate Team Entry only

Registration fee: \$1,500 (until May 1) \$1,700 (after May 1)

Enter a team boat and join the excitement on race day – no experience necessary. Registration includes 2 team practices to be held during three weeks prior to event. Great team-building opportunity and lots of fun. Register on-line at <http://www.riverfront.org/events/events/dragonboat1>

For more information, please call Riverfront Recapture

at

(860) 713.3131 x326

or email

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