

UW Oshkosh in partnership with the Oshkosh YMCA presents the

SEVENTH ANNUAL OSHKOSH COMMUNITY

DRAGONBOAT RACE & FESTIVAL

A UW Oshkosh Fall Fest event

UNIVERSITY OF
WISCONSIN
OSHKOSH



Event Title Sponsorship

One sponsorship available at \$10,000

Print Advertising

- A logo (preferred position) on our poster (150 copies)
- Acknowledgement as a title sponsor with your logo on all promotional material
- Acknowledgement as a title sponsor in the Oshkosh Northwestern Weekend edition
- A logo (preferred position) on the back of the festival t-shirt

On-site Advertising

- Opportunity to post your own banners (number and size to be determined by the festival) up at the event
- Opportunity to have an area for promotion and hospitality
- The right to tie-in special promotional booth (size and location to be determined by festival)

Internet Advertising

- Acknowledgement as the title sponsor on the festival website with an active link and brief paragraph including the company information

Public Relations Benefits

- One race names after your company/organization
- Award engraved with your company name and presented on the main stage to the race winners
- Six 30 second commercials/advertisements at the festival on our PA system
- Sponsorship presentation recognizing your contribution to the festival at the opening ceremonies

Other benefits

- One or two dragonboats (your choice) for up to 50 of your employees to participate in a race (regular price \$800-\$1600)
- Opportunity for corporate sample products, services or promotional items to be distributed to all festival participants in their registration kits
- Special acknowledgement of your significant contribution to the community throughout the festival

Family Land Sponsorship

One sponsorship available at \$5,000

Print Advertising

- Recognition on community poster with branded title of Family Land and logo (Approximately 150 posters)
- Logo placement on community banner(s)
- Logo placement and recognition in select print and radio advertising
- Logo placement on on-site sponsor appreciation banner
- Logo on back of festival t-shirt
- Logo on festival website with live link

On-site Advertising

- Four public announcements with sponsorship acknowledgement

Public Relations Benefits:

- Recognition as Family Land sponsor in all instances where Family Land is mentioned including radio and print
- Family Land named after your company
- Award engraved with your company name and presented on the main stage to the race winners
- One Dragonboat and team registration to participate in the races (approximate value \$800)

Entertainment Sponsorship

One sponsorship available at \$5,000

Print Advertising

- Recognition on community poster with branded title of Family Land and logo (Approximately 150 posters)
- Logo placement on community banner(s)
- Logo placement and recognition in select print and radio advertising
- Logo placement on on-site sponsor appreciation banner
- Logo on back of festival t-shirt
- Logo on festival website with live link

On-site Advertising

- Four public announcements with sponsorship acknowledgement

Public Relations Benefits:

- Recognition as Family Land sponsor in all instances where Family Land is mentioned including radio and print
- Family Land named after your company
- Award engraved with your company name and presented on the main stage to the race winners
- One Dragonboat and team registration to participate in the races (value \$800)

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Finish Line Sponsorship

One sponsorship available at \$2,500

Print Advertising

- Logo placement on community poster (approximately 150 copies)
- Logo placement on community banner(s)
- Logo placement in print advertising
- Logo placement on on-site sponsor appreciation banner
- Logo on back of festival t-shirt
- Logo on festival website with live link

On-site Advertising

- Three public announcements with sponsorship acknowledgement

Public Relations Benefits:

- Recognition as finish line sponsor in all instances where the finish line is mentioned
- Finish Line named after your company
- Logo on finish line banner
- One Dragonboat and team registration to participate in the races (approximate value \$800)

Athlete's Village Sponsorship

One sponsorship available at \$2,500

Print Advertising

- Logo placement on community poster (approximately 150 copies)
- Logo placement on community banner(s)
- Logo placement in print advertising
- Logo placement on on-site sponsor appreciation banner
- Logo on back of festival t-shirt
- Logo on festival website with live link

On-site Advertising

- Three public announcements with sponsorship acknowledgement
- Athlete's Village named after your company with an on-site banner

Public Relations Benefits:

- Recognition as Athlete's Village sponsor in all instances where Athlete's Village is mentioned
- One Dragonboat and team registration to participate in the races (approximate value \$800)

Main Stage Sponsorship

One sponsorship available at \$2,500

Print Advertising

- Logo placement on community banner(s)
- Logo placement on on-site sponsor appreciation banner
- Logo on back of festival t-shirt
- Logo on festival website with live link

On-site Advertising

- Three public announcements with sponsorship acknowledgement
- Main Stage named after your company with on-site banner

Public Relations Benefits:

- Recognition as Main Stage sponsor in all instances where Main Stage is mentioned
- One Dragonboat and team registration to participate in the races (approximate value \$800)

Concessions Sponsorship

One sponsorship available at \$2,500

Print Advertising

- Logo placement on festival t-shirt
- Logo on festival web site with live link
- Logo placement on on-site sponsor appreciation banner

On-site Advertising

- Two public announcements with sponsorship acknowledgement
- Concessions named after your company with on-site banner

5K & 10K Run Sponsorship

One sponsorship available at \$2,500

Print Advertising

- Logo placement on on-site sponsor appreciation banner
- Logo on back of festival t-shirt
- Logo on race t-shirt
- Logo on festival website with live link

On-site Advertising

- Three public announcements with sponsorship acknowledgement
- Recognition and logo on start and finish line banner

Public Relations Benefits:

- Recognition as 5K & 10K run sponsor in all instances where it is mentioned
- One Dragonboat and team registration to participate in the races (approximate value \$800)

Vendor Tent

Available at \$1,500

- Vendor may decorate tent and use company banners
- All wares must stay inside tent
- All promotional specifics need to be approved by the planning committee

Beverage Sponsorship

One sponsorship available at \$1,000

Print Advertising

- Logo placement on festival t-shirt
- Logo on festival website with live link
- Logo placement on on-site sponsor appreciation banner

On-site Advertising

- Two public announcements with sponsorship acknowledgement
- Beverage location named after your company with on-site banner

Awards Ceremony Sponsorship

One sponsorship available at \$500

Print Advertising:

- Logo placement on festival t-shirt
- Logo placement on on-site appreciation banner
- Logo placement on festival website with live link

On-site Advertising

- One public announcement with sponsorship acknowledgement
- Awards Ceremony named after your company and recognized during ceremony

Boat Sponsor

Eight sponsorships available at \$500

Print Advertising

- Logo on festival t-shirt
- Logo placement on on-site appreciation banner
- Logo placement on festival website with live link

On-site Advertising:

- One public announcement with sponsorship acknowledgement
- Dragonboat named after your company