

LETHBRIDGE  ROTARY

**DRAGON BOAT
FESTIVAL**



POWERED BY



*The signature Dragon
Boat Festival in Western
Canada*

Lethbridge Rotary Dragon Boat Festival

Powered by ATB

2026

**SPONSORSHIP
PACKAGE**

YOUR IMPACT IN 2026



1,300+
PARTICIPANTS



20,000+
ATTENDEES



200+
VOLUNTEERS



30+
VENDORS

1. Position your company and increase your exposure
2. Strengthen community ties
3. Build brand loyalty and develop new business
4. Foster workforce teambuilding

YOUR OPPORTUNITIES

FESTIVAL SPONSOR

For those looking for significant recognition across all parts of the festival.

\$1000 - \$5000

BOAT SPONSOR

For those looking for significant on-water recognition.

\$1500 / \$3000

MEDIA SPONSOR

For media organizations looking for recognition across all parts of the festival.

\$1000 - \$5000

ENTERTAINMENT SPONSOR

For those looking for significant time-specific recognition on and around the ATB stage.

\$500 / \$1000

FOOD & BEVERAGE PARTNER

For those looking for recognition inside the beer gardens.

\$500

IN KIND SPONSORSHIP

There are a number of items and services that are needed for the festival. We will gladly provide a full or partial in-kind sponsorship agreement for the value of goods or services provided.

KIDS' ZONE: Sponsorship



The **Kids' Zone** at the annual Lethbridge Rotary Dragon Boat Festival is an important part of the annual event.

- We are actively searching for a sponsor for this component of the Festival.

Sponsorship may include:

1. **PLATINUM PACKAGE (+)** sponsorship (\$7500) to cover the costs associated with all or most activities organized by the Planning Committee.
- These activities may include face painting, magician, drawing section etc).
2. Organization and payment of the activities.

All Ideas are welcome!

- Please contact sponsorship@lethbridgedragonfest.ca

YOUR CHOICE

All Sponsor Levels include:

- Logo inclusion and recognition on website, social media, app
- Logo on large digital sign at the festival
- Logo on Festival T-Shirts

Level	Platinum \$5000	Gold \$3000	Silver \$2000	Bronze \$1000	Media
Team Building Team entry & half a tent	✓	\$1000 Discount	\$500 Discount		
Display Space 10'x10' Tent not included	✓	✓			✓
Award Presentation Designates can present	✓				✓
Race Naming Exclusive rights to one race	Final Race	Semi-Final	Semi Final	Regular	Regular
Announcements Verbal Recognition at the Festival	15 per day	10 per day	5 per day	3 per day	5 per day
Apparel Logo on Volunteer T-Shirts	Large	Medium	Small	Small	Medium

FOOD & BEVERAGE PARTNER

- Organization logo displayed frequently on digital sign
- Verbal recognition from MC throughout the festival
- Banner in Beer Gardens

UNIQUE OPPORTUNITIES

BOAT SPONSOR \$1500

Live Exposure	Frequent brand mentions and logo featured on your sponsored boat
Digital Branding	Medium Logo on the official website and on-site digital signage.
Social Media	Dedicated recognition across our social platforms
Video Features	Logo included in the highly promoted PR video featured across Southern Alberta
Apparel	Logo on Volunteer T-shirts

PREMIER BOAT SPONSOR \$3000

Includes all benefits of the \$1500 tier, plus:

- Logo on boat for the 6 weeks + festival weekend
- Larger Logos on website and inclusion on advertising
- Final races named in your honour

UNIQUE OPPORTUNITIES

ENTERTAINMENT SPONSOR \$500

In support of local entertainment.

- Bands / Floor acts receive the sponsored amount

Live Exposure	Mentions from the Local celebrity MC intro AND race-side mention
Digital Branding	Logo on the official website AND on-site digital signage.
Social Media	Acknowledgement from the festival's social media AND from the sponsored act's social media
Video Features	Logo included in the highly promoted PR video featured across Southern Alberta

PREMIER ENTERTAINMENT SPONSOR \$1000

Includes all benefits of the \$500 tier, plus:

- MORE mentions
- INCLUDES logo on volunteer T- Shirts
- LONGER on-stage intro with a company bio
- MORE FREQUENT logo on digital signage

Contact Valerie for more information at:
entertainment@lethbridgedragonfest.ca

FORM & AGREEMENT

Please fill out below to confirm your chosen sponsorship level

CONTACT INFORMATION

Organization Name

Organization Contact

Email

Phone

OPPORTUNITIES

- Platinum Sponsor - \$5000
- Gold Sponsor - \$3000
- Silver Sponsor - \$2000
- Bronze Sponsor - \$1000
- Media Sponsor _____
- In Kind – Amount _____
- Entertainment Sponsor \$500
- Premium Entertainment Sponsor \$1000
- Boat Sponsor \$1500
- Premium Boat Sponsor \$3000
- Food & Beverage Partner - \$500

Payment Information

Invoice

Cheque

E-Transfer

Lethbridge Rotary Dragon Boat Festival
P.O Box 1094
Lethbridge, AB T1J 4A2

Treasurer@lethbridgedragonfest.ca

Auto Deposit Enabled. *Please put your organization name and sponsorship choice in the memo so we can allocate the payment correctly.*

Completed Sponsorship Forms should be returned to the Sponsorship Chair Person at

Sponsorship@lethbridgedragonfest.ca

CONTACT US:

Sponsorship@lethbridgedragonfest.ca

On behalf of the
Rotary Clubs of Lethbridge

Thank you!

ROTARY is a global network of more than 1.2 million neighbors, friends, leaders, and problem-solvers where people unite and take action to create lasting change - across globe, in our communities, and in ourselves.



POWERED BY



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LethbridgeDragonFest.ca