10th Annual

2009 BELL – North Bay Dragon Boat Festival

July 18, 2009

Olmsted Beach

North Bay, Ontario

Organized By

The North Bay Warriors of Hope

AND

The Rotary Club of North Bay

Festival Objectives

- To promote the goodwill of corporate sponsors throughout North Bay & District.
- To share the tradition of Dragon Boat Racing with other Ontario communities
- To promote a festival atmosphere featuring athletic contests and other cultural activities to enhance the quality of community life in a beautiful waterfront setting in the City of North Bay. This year's fundraising efforts will contribute to the construction of a Children's Water Playground in the proposed Children's Garden as part of the planned North Bay Community Waterfront Park.

Festival Facts

- Organized by two committed organizations the North Bay Warriors of Hope and the Rotary Club of North Bay
- Event to be held at Olmsted Beach on July 18th. Only opportunity for event in the Gateway of the North. Closest neighbours are Sudbury and Huntsville
- Event involves:
  - **40 teams** requiring more than 1,000 paddlers and drummers
  - **400 + spectators** looking on from Olmsted Beach
  - **150 + volunteers** to organize and deliver the event
  - **30 + local sponsors** being businesses and organizations within the community who would benefit from the media exposure of such a spectacular event. To date we have spoken to several organizations who have expressed a keen interest and we expect within the next month to have most of the required sponsors in place. Bell Canada has purchased our Title Sponsor spot for 2009 providing both financial and in-kind support.
  - **10 + concessions** representing local businesses selling everything from food and beverages to souvenirs, arts and crafts
  - Entertainment and beverage garden all day Saturday

Target is to net proceeds of **$20,000.00**

BELL North Bay Dragon Boat Festival
PO Box 242, North Bay, ON P1B 8H2
www.northbaydragons.com

Dear Sir or Madam:

Please find enclosed information on the **10th Annual – 2009 BELL North Bay Dragon Boat Festival**.

Two organizations have combined their talents and efforts to bring to North Bay and its surrounding area an extremely popular international event. This will be the festival's tenth year of operation in North Bay. The 2009 festival will be hosted for the second time through the partnership of the North Bay Warriors of Hope and the Rotary Club of North Bay. The first, the Warriors, is renowned to the community not only for its ability to raise public awareness of breast cancer but they also focus on supporting breast cancer survival, particularly through active fitness programs like Dragon Boat racing. The Warriors have organized the North Bay Dragon Boat Festival for the past eight years in partnership with the North Bay Canoe Club with great success. The second partner, the Rotary Club of North Bay, has demonstrated tremendous fundraising support to disabled youth since 1923.

Who are the North Bay Warriors of Hope?
Formed in October 1999, The Warriors of Hope are a team of Breast Cancer Survivors who participate in Dragon Boat Racing as an example of what people can accomplish after breast cancer. With the support of volunteers and associate members, this team of determined and energetic women has become a role model for cancer survivors, in not only North Bay, but also wherever they compete.

What is the Rotary Club of North Bay?
The first official meeting of the club took place May 17, 1923. In co-operation with Toronto Rotarians, the 25 founders organized a charter night. The Rotary Club of North Bay has enthusiastically supported many community projects over the years. The club owns Camp Tillicum on the south shore of Lake Nipissing. Since 1949, the club has operated summer activities and made the camp available for children who might not otherwise enjoy a camping and summer recreation experience. The club currently partners with the YMCA who operates a summer program at Tillicum. The club has financially supported Canadore College and Nipissing University. The largest funding activity in the club's history was a $700,000 donation to establish a therapeutic pool at the new YMCA facility.
A current project is a commitment to raise $750,000 for a new hospital and children's treatment centre at the proposed hospital in North Bay. This is a joint venture with the Nipissing Rotary club. In co-operation with FM 105 radio and the Rogers ownership, the Rotary Club of North Bay sponsors a radio marathon each spring to raise funds for disabled youth. This is a club effort that is organized together with the Nipissing Association for Disabled Youth. Rotary is committed to its work in North Bay and area.

The 125 members of the Rotary Club of North Bay are grateful to local residents who support their programs that enable the club to continue its local service programs. The Rotary Club of North Bay, ON, Canada meets at noon on Monday at the Royal Canadian Legion located at First Avenue West between Ferguson and Fraser Streets.

What is the Dragon Boat Festival?

The Bell North Bay Dragon Boat Festival is part of a larger Chinese cultural tradition that goes back 2,400 years. It began on the life-sustaining riverbanks in the valleys of southern China as a fertility rite performed to ensure bountiful crops. The first participants held their celebration on the fifth day of the lunar month of the Chinese calendar. The race was held to avert misfortune and encourage the rains needed for prosperity. The object of their worship was the dragon.

Also known as Poet's Day, it commemorates the death of Qu Yuan, a poet and Minister of State during the Chou Dynasty. Qu had protested against the corrupt government and was stripped of his office as Minister of State. He wandered about the countryside, unhappy and dejected. When local fishermen realized Qu had disappeared into the river, they raced out in their boats to save him, beating drums to scare off the fish that they thought would eat his body. They also dropped rice dumplings in the water as a sacrifice to his spirit. The scene of the fishermen racing out to save Qu Yuan is reenacted every year in the form of Dragon Boat races.

The Dragon Boat Festival is an entertaining and enjoyable event. It is one of the fastest growing sports tourism events internationally. It gives the spectator an opportunity to glimpse a part of the rich Chinese cultural heritage and provides an opportunity for the community to promote its local waterfront setting and the goodwill of its local sponsors. For North Bay, the charitable focus of the event will enrich all participants and spectators alike.

The North Bay Warriors of Hope and the Rotary Club of North Bay realize that we cannot make this work without the support of local businesses. We hope that you would consider getting involved in the Dragon Boat races by sponsoring the event, sponsoring a team or forming a race team. What ever you do, be assured that you are helping an event which provides exposure for your business, provides a source of family entertainment and is FUN.

Sincerely,

Henry Drenth

Chair,
BELL North Bay Dragon Boat Festival

Title Sponsorship Package - $10,000

Only 1*** SOLD to BELL CANADA

Benefits:

- Entire Festival named after your company
- Limited industry exclusivity guaranteed
- First right or refusal to name the 2010 Festival

Print Advertising:

- Logo and company name precedes event name everywhere it appears, including letterhead, posters, and all promotional material, as well as post-event communications
- Strong media coverage of your Corporate Sponsorship in local, regional, and provincial advertising and promotions
- One full page advertisement in Festival Program (outside back page, colour)
- Links to your company on our website

On-site Advertising:

- Overhead banner, prominently displaying your company name and logo as Title Sponsor
- Opportunity to erect 3 signs, at your cost, at locations approved by the Committee
- Opportunity for product booth; and for corporate sample products, services, or promotional items to be distributed to all Festival participants in their registration kits
- Company name prominently displayed on all Dragon Boats and Race Results Board

Public Relations:

- Broadcast acknowledgment throughout the Festival of your significant support
- Invitation to all official functions and recognition at opening and participation in closing ceremonies
- One complimentary team registration - value $750
- Final race and trophy named after your company, with dignitary to present awards

Gold Sponsorship Package - $2,500

Print Advertising:

- Company name and logo on posters, letterhead, and all promotional materials
- Company name and logo prominently displayed on website
- 1/2 page advertising in program (black and white)
- Acknowledgment of corporate support in all media advertising, and post-event communications

On-site Advertising:

- Company name on front of one Dragon Boat
- Company name and logo displayed on Race Results Board
- Opportunity for corporate sample products, services, or promotional items to be distributed to all Festival participants in their registration kits
- Signage throughout the event site includes your company name

Public Relations:

- Broadcast acknowledgment pre-festival and throughout the Festival, of your support
- One complimentary team registration - value $750

Silver Sponsorship Package - $1,000

Print Advertising:

- Logo included on posters, letterhead, and all promotional materials
- 1/4 page black & white advertisement in Festival program
- Acknowledgment of corporate support in all media advertising, and post-event communications

On-site Advertising:

- Opportunity for corporate sample products, services, or promotional items to be distributed
- Signage throughout the event site includes your company name

Public Relations:

- Broadcast acknowledgment pre-festival and at the Festival, of your support

Boat Sponsorship Package - $500

Print Advertising:

- 1/4 page black & white advertisement in Festival program

On-site Advertising:

- Company name on front of one Dragon Boat

Sponsorship Agreement

July 18, 2009

Whereas, Bell North Bay Dragon Boat Festival Committee (hereinafter called "the Committee") is organizing, promoting, and staging the 2009 BELL North Bay Dragon Boat Festival (hereinafter called "the Event"), to be held at Olmsted Beach, North Bay, Ontario, on July 18th, 2009; and whereas _____
(hereinafter called the "Sponsor") has agreed to provide to the Committee certain goods, monies and/or services in exchange for a sponsorship package to be provided by the Committee.
Now, therefore, in consideration of mutual agreement contained herein, the parties agree as follows:

The Committee shall provide to the Sponsor the following package (please check one and initial):

_____ Gold Sponsor - $2,500 per year
_____ Silver Sponsor - $1,000 per year
_____ Boat Sponsor - $500 per year
_____ Donation - $

The details of the cash/in-kind contribution for the level of sponsorship are attached.
The Sponsor agrees to forward all logo and artwork required for promotional materials by **March 31, 2009.** NOTE: Logos and artwork are required in a JPEG or TIFF format.

Sponsor Contact Info (Address, Phone & E-mail):

_____

_____

Sponsor Official Name:

_____

Terms of payment (Cheques payable to Bell North Bay Dragon Boat Festival)
Deposit (25% - Due March 31, 2009): _____
Balance (Due June 30, 2009): _____

Signed by Sponsor Official:

	Print Name	Signature

The Committee Official:

	Print Name	Signature

Cash Contribution

Value of Cash Contribution: $

In-Kind Contribution

List Description of Service or Goods:

Estimated Value of In-Kind Contribution: $

Please return one copy of the executed agreement with deposit (25%) by mail to:

2009 BELL North Bay Dragon Boat Festival
P.O. Box 242
North Bay, ON, P1B 8H2

on or before March 31, 2009