

TEXAS DRAGON BOAT ASSOCIATION
P.O. Box 980972
Houston, Texas 77098

director@texasdragonboat.com
www.texasdragonboat.com



YOUTH TEAM SPONSORSHIP PROPOSAL

ABOUT THE TEXAS DRAGON BOAT ASSOCIATION

The Texas Dragon Boat Association is a 501 (c)(3) Texas non-profit corporation. Our mission is

"To promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding."

WELCOME TO THE WORLD OF DRAGON BOATING



NEVER HEARD OF DRAGON BOATRACING?

It is similar to an elongated canoe with 20 paddlers and a drummer, accompanied by a trained steersperson. The vessel measures 41 feet in length and 4 feet in width featuring the head and tail of a dragon.

Dragon Boating is a traditional Chinese festival event dating back to 277 B.C., known for its color, sound and excitement. It emphasizes synchronization, teamwork, and a combined effort of the entire team to race in three 250-meter heats. With a taste of Asian culture and other games to play between races, you can't miss this exhilarating competition.

It's easy – just a 1-hour practice, and you're set to race!

It's an all-day family festival and it's helping our community realize a dream – to help youth and raise funds towards building a boathouse in downtown Houston and in Fort Bend County.

Past Youth Teams Include: Communities In Schools, Awty International School, Beresford School, Chinese Community Center, Clear Lake High School, Clements High School, Dulles High School, HTOWN Teen Mentors, Lamar High School, KIPP Academy, Houston Academy of International Studies, Dulles High School, Shape Up Sugar Land, St. John's Upper & Middle Schools

So, are you ready to join a dynamic team? Choose a category to race in and contact **David Mandell** at director@texasdragonboat.com

U-18 Category

Ages: 11-18 years old
Gender: at least 8 female
paddlers & 8 male paddlers
per team

U-14 Category

Ages: 11-14 years old
Gender: at least 8 female
paddlers & 8 male paddlers
per team

U-MIX Category

Ages: 11-18 years old &
no more than 10 adults
Gender: 8 females
and 8 male paddlers per team



**To promote
the tradition of
dragon boating,
increase awareness
of Asian and
Asian-American culture,
and enhance cross-
cultural understanding.**

BOARD

Jim Travlos – Board Chairman
David Mandell – President/Executive Director
Caroline Long, D.C. – Secretary

HONORARY CHAIRMEN

Michael Jhin – St. Luke's Episcopal Health System
Eugene Lee – Chairman Emeritus, Essex Commercial Properties

BOARD DIRECTORS

Brian Chiu – MD Anderson
Caley Eichenlaub – Community Advocate
Curtis Tipton – Walmart
Dena Peavler – Community Volunteer
Gary Liu – Ernst & Young
Huang Quan Vu – Gardere Wynne Sewell LLP

WHY SHOULD YOU SPONSOR?

Dragon boat racing offers organizations a special opportunity to capitalize on:

ORGANIZATION TEAMBUILDING

An advance practice session and multiple races on event day boost team morale and create a high-performing team (20 paddlers, 1 drummer, and 4 alternates). Teamwork is the key. All equipment is provided, and coaches provide training and serve as the steerspersons.

MARKETING

The Festival and Regatta represent landmark annual Asian festivals in Houston.

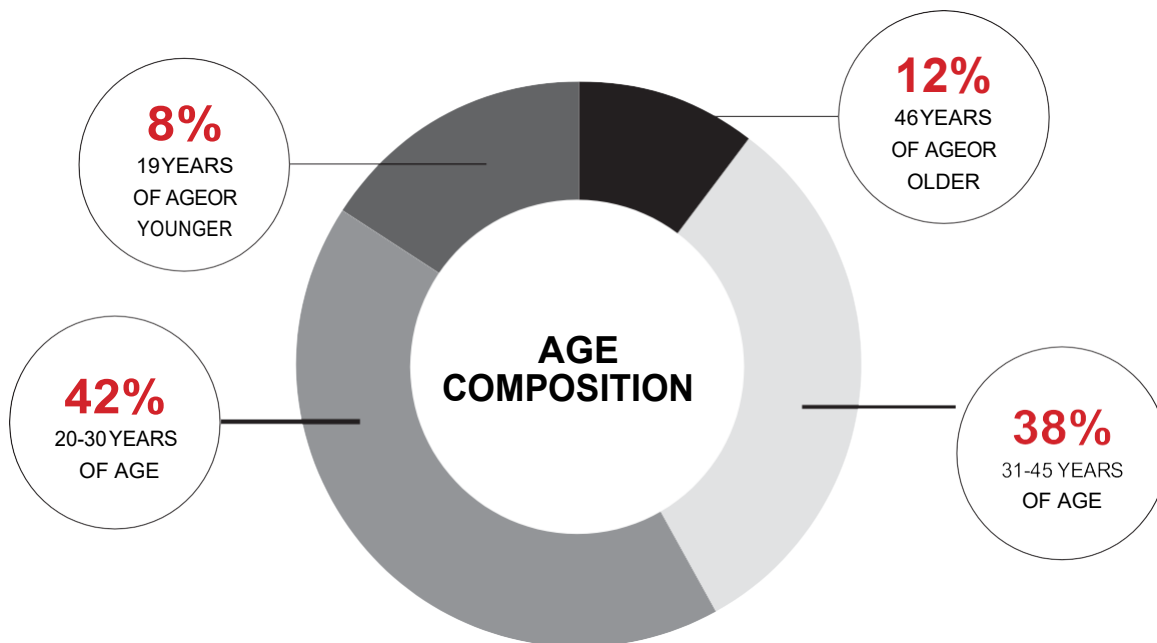
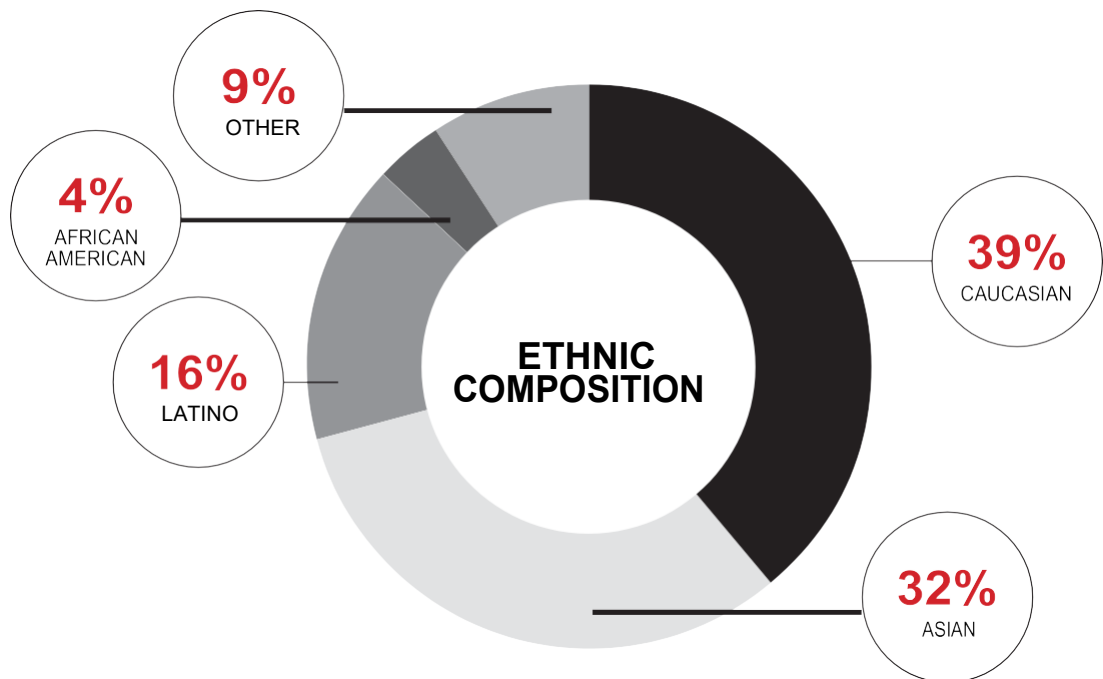
COMMUNITY VISIBILITY

Past Festivals and Regattas have received wide media coverage, including print, radio, and television. Sponsors will be recognized on t-shirts, in announcements during the events, on the web site and web links, and through other channels.

DIVERSITY

The Festival and Regatta are two of the largest multicultural gatherings in Houston (Harris County) and Sugar Land (Fort Bend County). Three thousand to five thousand people per day are expected.

ESTIMATED PARTICIPATION & ATTENDANCE DEMOGRAPHICS:



PAST MEDIA COVERAGE

002 Houston Magazine
Greensheet
YELLOW Magazine
What's Up Houston
Houston Chronicle
Houston Press
Houston Intown
Houston Star
Texas Highways
TexasMonthly Rice
Addict
Asia Blue
Northeast News
FIL-AM Press
BayRunner Magazine
Galveston County Daily News
Southern Chinese Daily
World Journal
Sohu.com
Health & Fitness Magazine
Greater Houston Weekly
HTexas Magazine
Greater Houston Convention
& Visitors Bureau
Bay Area – The Citizen
Clear Lake East Community
Newsletter
The Observer
Bay Area Sea Breeze
City of Nassau Bay City News
Bilingual Texas Digest
West University Examiner
Saigon Tex News
Mariner's Log
The Scene Magazine
Tropical Attitude
Channel 2
Channel 11
Channel 13
Channel 17
Channel 24
Channel 26
Channel 39
Channel 45



WHO IS THE TEXAS DRAGON BOAT ASSOCIATION?

Eight teams participated in the first Houston Dragon Boat Festival on Buffalo Bayou in downtown Houston in 2001. Held each May, the Festival has expanded to include over 30 teams, numerous arts & crafts and food vendors, day-long Asian cultural performances, and 5,000 attendees.

In 2004, TDBA inaugurated a second, two-day event, the Gulf Coast International Dragon Boat Regatta at Clear Lake Park, and now in Sugar Land, TX, held each October.

The Texas Dragon Boat Association is a 501(c)(3) whose mission is to promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding. Funds raised from the Festival and Regatta will be used to build two boathouses—one on Buffalo Bayou and one in Fort Bend County, TX – and to establish a year-round corporate/community teambuilding program, youth education program, and breast cancer survivor program.

SPONSOR BENEFITS

\$1000

(\$750 by Early Registration-July 16, 2021*)

- Team entry for 25 team members:
- One advance practice session (weather permitting)
- Name displayed as team sponsor on event program, event signage and link on our website at **www.texasdragonboat.com**
- Mention in Texas Dragon Boat Association press releases about the event
- Multiple announcements as a team sponsor on the day of the event
- Priority registration for next year's Houston Dragon Boat Festival or Gulf Coast International Dragon Boat Regatta



PLEASE NOTE: In order to receive this discounted rate, all youth teams are required to provide one adult volunteer who will agree to be trained as a steersperson and/or coach - not just for this event but to help out in future youth-oriented dragon boat events.



Youth Team Sponsorship Entry Form

Sponsorships are limited and available on a first-come, first-serve basis, with priority given for sponsors from the prior dragon boat season.

COMPANY INFORMATION

*FOR MARKETING PURPOSES

COMPANY/ORGANIZATION NAME*

TEAM NAME, IF DIFFERENT FROM ABOVE*

COMPANY/ORGANIZATION WEBSITE ADDRESS

TEAM CAPTAIN INFORMATION

NAME

NAME

WORK PHONE NUMBER

WORK PHONE NUMBER

CELL PHONE NUMBER

CELL PHONE NUMBER

EMAIL ADDRESS

EMAIL ADDRESS

Checks should be made payable to: **Texas Dragon Boat Association**
Tax ID Number: **45-0499627**

MAIL SIGNED FORM AND CHECK TO: Texas Dragon Boat Association
P.O. Box 980972
Houston, Texas 77098

SCANNED FORMS:
director@texasdragonboat.com



Youth Team Sponsorship Acceptance Form

We, _____, agree to become a Team Sponsor for:



GULF COAST INTERNATIONAL DRAGON BOAT REGATTA October 16-17, 2021

EARLY REGISTRATION DEADLINE: JULY 16, 2021 | REGULAR REGISTRATION DEADLINE: SEPTEMBER 17, 2021

Deadlines to receive sponsorship benefits: **\$750 per Event (Early Registration)**
 \$1000 per Event (Regular Registration)

Please select the option you would like to provide for your team at the event site:



We will bring our own tent. (PLEASE PROVIDE TENT SIZE: _____)



We would like to rent a tent at the cost of \$150

We would like to buy ____ t-shirts for \$7 per for a total of \$____

SPONSORSHIP ACCEPTANCE

AUTHORIZED SIGNATURE

DATE

PRINTED NAME

TITLE

COMPANY INFORMATION

COMPANY NAME

STREET ADDRESS

CITY

STATE

ZIP CODE

Texas Dragon Boat Association is a 501(c)(3) Texas non-profit corporation. In the event that TDBA shall be prevented from performing any of its obligations under the terms of this agreement by an act of God, by inclement weather (for example flash floods, excessive winds, tornados, hurricane, lightning, fire, etc.) or by the occurrence of any other event beyond its control, it shall be excused from any further performance of the obligations and undertakings set forth under the terms of this agreement. We regret that sponsorships are non-refundable. Sponsorships are limited and available on a first-come, first-serve basis, with priority given for 2019 sponsors. Please know that by turning in this team registration, you will be finally responsible for the balance.