

the second annual..



September 28, 2019
White River State Park

Presented by

**PRESENTING
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LOGO HERE!**

Let's Get Paddling!

Live Races | Food and Beer
Raise Money to Help Improve
and Protect Our Water



**WHITE RIVER
ALLIANCE**





Dear Water Supporter,

The White River Alliance and Indy SurviveOars invite you to become a sponsor for the second annual White River Dragon Boat Race and Festival. This unique and exciting event will take place September 28, 2019 at White River State Park, Indianapolis' cultural epicenter.

Sponsors like you make it possible for us to host events like this, which enhance our community's quality-of-life and draw attention to our invaluable White River. Following are details of the event and various sponsorship levels, all of which gain your organization exposure along with a great team-building opportunity.

Past White River Alliance events have helped raise as much as \$25,000 for the protection and improvement of the river and its tributaries. With your help, we want to blow that number out of the water this year!

Your sponsorship is crucial to the success of the Dragon Boat Race and Festival. We are building this event into a signature experience the whole city looks forward to every year - a new Indy classic to grow our community's vision for the White River in the 21st Century. There is no better way to engage your colleagues and clients than to climb into a 21-person boat and paddle as a team amidst the cheers of the public!

We look forward to following up with you to answer any questions you may have about your level of support and participation in the 2019 Dragon Boat Race and Festival.

Sincerely,

The White River Alliance and Indy SurviveOars



The White River Dragon Boat Races will be held **Saturday, September 28, 2019** at **White River State Park** in **Downtown Indianapolis**

WHITE RIVER DRAGON BOAT RACES

2019

2019 EVENT GOALS

The White River Alliance has a history of fun and engaging fundraisers, and we are trying to outdo ourselves this year. With your support, we want to accomplish more than ever before.

- Enjoy a safe, fun, community-wide competition
- Increase awareness of the White River as a one-of-a-kind resource for Indy area residents
- Help raise funds to allow the White River Alliance to continue its award-winning river stewardship programming
- Support the amazing Indy SurviveOars, our home-grown dragon boat team
- Inspire more people to engage with the protection and improvement of the river
- Celebrate the teams and sponsors for their many important contributions to our community and their commitment to the river

DRAGON BOAT RACING

Dragon boat racing originated over 2000 years ago in China where the tradition remains strong, and its popularity in the West has been growing since the 1970s. The ultimate team sport, dragon boats are 46-foot long vessels propelled by a coordinated crew of 22: 20 paddlers, a drummer who keeps the pace, and a steerer who guides the craft.

Paddling has gained recognition for women recovering from breast cancer, and survivor teams can be found all over the world. This race is co-sponsored by Indy's own SurviveOars, a breast cancer-survivor team headquartered at Geist Reservoir.

MODERN RACING FORMAT

Modern dragon boat races are run in a heat format. The first two heats are run against the clock, not necessarily against the other team(s) in the heat. The teams with the best averaged times will move onto the final round. Teams in the final round will compete in head-to-head competitions. The team to get the tail of its dragon across the finish line in the fastest time wins it all!

20 Paddlers
including captain

1 Drummer
under 160 lbs

1 Steerer
provided

PARTNERSHIP: A FORWARD-

FOCUSED FUTURE FOR ALL

Presenting Sponsor

Presenting sponsor introduction and welcome coming soon...

The White River Alliance

The White River Alliance is a coalition of diverse organizations that work together to steward the River and its watershed. The White River Alliance serves as the premier organization for regional water resource protection by creating positive change through projects and educational initiatives that improve the White River Watershed for all users. Our work includes water sampling and assessments, professional training and certification programs, volunteer service opportunities, community events, pollution prevention projects, and wide-spread public education and outreach efforts arising from our one-of-a-kind Clear Choices Clean Water program. We are leading regional watershed cooperation that will safeguard our water resources into the future. Funds raised at this event will support these important steps toward a healthy and sustainable White River.

Indy SurviveOars

Indy SurviveOars is a group of dedicated breast cancer survivors and supporters committed to the cause of breast cancer who have introduced dragon boat racing to Indiana. Indy SurviveOars' name reflects their hometown connection, the team's breast cancer survivorship and homage to the steer oarsperson who guides the dragon boat on its course. The breast cancer survivors train to paddle together, support each other, learn from one another and overcome fear. Indy SurviveOars is one of over 50 breast cancer teams to launch in the U.S.

Okay, are you ready to get your feet wet?

2019 SPONSORSHIP LEVELS

**early-bird pricing!*

	Presenting \$15,000	Supporting \$5,000	Participating \$1,500
Name Recognition as Title Sponsor			
Opportunity to present awards			
Number of Teams	3	2	1
Training time	1st	Best Available	Last
Company recognition on all printed materials, PR, broadcast media, digital marketing, and website			
Company recognition on day-of printed materials, digital marketing, and website			
Main event promotion banner (week long)			
Self-provided banner location opportunities (day of)	2	1	
On site PA announcements	7	4	2
Athletes Village location choice	1st	Best Available	
Annual membership to the White River Alliance			
Logo on event T-shirt			

***SPONSORSHIP COSTS INCREASE BY \$200 AFTER AUGUST 12!**

BREAST CANCER SURVIVOR TEAMS (BCS)

We are proud to host breast cancer survivor teams at the White River Dragon Boat Race. BCS teams will race separately from our other teams. **Registration for BCS teams is \$500.**

OTHER SPONSORSHIP OPPORTUNITIES

Announcer's Tent and Music Sponsor: \$2000

Logo on the event t-shirt; opportunity to place your sign at the announcer's tent; two on-site PA announcements; company recognition on day-of printed materials, digital marketing, and website

Registration & Hospitality Sponsor: \$1000

Opportunity to place your sign at the registration and hospitality tent; two on-site PA announcements; digital marketing and website recognition

Athlete's Village Sponsor: \$500

Opportunity to place your sign in the Athlete's Village; one on-site PA announcement; website recognition

WHITE RIVER DRAGON BOAT RACES

REGISTRATION AND TEAM LOGISTICS

Registration:

Register a team for the 2019 White River Dragon Boat Race and Festival! By entering a team for this event, your company will gain exposure to thousands of people in Central Indiana and create a fun team-building experience for your group.

Each team that registers will race at least two times on event day. Top qualifiers go on to compete head-to-head in the final round.

Team registration is open until September 6, 2019. Full payment must be made at the time of registration. Final team rosters are due no later than September 12, 2019. All of the necessary equipment will be supplied for your team during practices and on event day including boat, life vests, paddles, and a steerer/coach.

Opening Ceremonies start at 8 am. The length of the event will depend upon how many teams are competing, but we should wrap up by 4pm.

Your team must have at least 16 and up to 21 members, including a CAPTAIN and a DRUMMER (drummers cannot weigh more than 160 lbs). A team with less than 21 members is at an obvious disadvantage. Community Teams must have at least 8 female paddlers

Registration Categories:

The White River Dragon Boat Race hosts two divisions, the **Community Teams division** and the **Breast Cancer Survivor (BCS) Teams division**. These teams will compete in separate races. BCS club teams will only race against BCS teams.

Duties and Expectations of a Team Captain:

- Represent your team through pre-event communications and during the event
- Relay ALL information provided to you so that your team members are fully informed
- Prepare the team roster and manage your paddlers' waivers with the White River Dragon Boat Administrative Team. (Waiver form available online and each participant must complete one.)
- Attend the Team Captains meeting on September 12, 6:00-7:00pm (location TBD); rosters must be final by this date
- Attend the Team Captains meeting at 7:30am on race day
- Relay all pertinent updates to your team on race day (i.e. schedule changes and race progression)
- Ensure that your team members know when and where to be throughout the day
- Assist the White River Dragon Boat Administrative Team by ensuring that your team is following the rules
- Have Fun!!!

Practice Times:

Each Community Team/paddler must participate in at least one practice session. This is an important part of the experience and will help your team come prepared to compete! Practice will take place on **Wednesday, September 25th through Friday the 27th**. Practice times will be filled on a first-come, first-served basis with preference given to Presenting and Supporting Sponsors. This will be coordinated through Team Captains once registration closes in September.



HOW TO REGISTER

REGISTER ONLINE AT
WWW.WHITERIVERDRAGONBOATS.ORG

PAYMENT OPTIONS

When registering online, you will be able to pay by credit card or request an invoice.

WHAT HAPPENS NEXT

During the registration process, you will identify a Team Captain, and we will contact your captain to get the ball rolling. The captain plays a critical role in organizing the team and acting as a liaison with race organizers. We will provide guidance on these responsibilities, and we will also work with your captain to get a copy of your logo for promotional use.

Things really get moving after the Captains Meeting on September 12. Submitting a complete roster, making sure waivers are signed, distributing parking passes, scheduling practice times, and understanding race day logistics are all part of the run up to race day.

TEAM FUNDRAISING GOAL (OPTIONAL)

Start competing before the races even begin with team fundraising efforts. That's right: in addition to competing on the water, teams are competing to raise money for the White River! It is not mandatory to raise funds as individual team members in order to participate in the dragon boat races. However, if you feel like you and your friends and family can give more to support the important work the Alliance performs on behalf of our water, then we welcome your generosity. Your team will be set up with an individual donation page upon registration. **This team fundraising component is a contest within the contest, and the team whose members raise the most money receives special recognition as the region's Biggest Water Supporter!**

Questions:

Scott Minor
scott@thewhiteriveralliance.org
317-672-7577

EARLY-BIRD SPONSORSHIP LEVELS

\$15,000 Presenting Sponsor

\$5,000 Supporting Sponsor

\$1,500 Participating Sponsor

\$500 Breast Cancer Survivor Team

***Sponsorship costs increase
by \$200 after August 12!**

**To have your company
name on the event
t-shirt and printed
materials, you must
register by September 6!**



Tax Deduction:

The White River Alliance is a tax-deductible organization. A portion of your sponsorship may be tax deductible. Please consult a tax advisor with any questions.

PRESENTING SPONSOR

YOUR LOGO
COULD BE
HERE!

WHITE RIVER DRAGON BOAT HOSTS



WITH
SUPPORT
FROM



NINA MASON PULLIAM
CHARITABLE TRUST

Building a Legacy of Community
Grantmaking since 1998

The 2018 Public Serpents Community Team