



# Marco Polo World Foundation

Host of 11<sup>th</sup> Annual DFW Dragon Boat, Kite and Lantern Festival®

Dear Friend & Supporter,

We are pleased to invite you and your employees to participate in the 11<sup>th</sup> Anniversary Annual DFW Dragon Boat, Kite and Lantern Festival, a unique and premier multi-cultural and educational event in North Texas. With strong support from businesses, community groups, and city governments, the festival has attracted widespread participation and media attention. Over 40 race teams and 21,000 spectators participated in 2017, including boy scouts, breast cancer survivors, city, corporations, schools, and non-profit community groups. Dragon boat race teams came all the way from China, cities such as Austin and Houston, and other states like Louisiana, Oklahoma and Florida. We are proud to be the first to bring Dragon Boating to North Texas. In past years, the festival was attended by Consul Generals from China, Korea, Mexico, Philippine and Japan, a US congressman, several state representatives and mayors, celebrating the month of May as Asian Pacific Heritage Month. It has become one of the largest festivals focused on diversity in the Southwest. Please come join us!



The festival will be held on Sunday, May 20th, 2018 (8:30 a.m. to 6:00 p.m.) on Lake Carolyn in Las Colinas, Irving, Texas. Event is free to the public. In addition to dragon boat team races, the festival will have kite flying, lantern displays, a main performance stage as well as numerous multi-cultural demonstration and classes, along with delicious ethnic foods. We also have raffle drawings with grand prizes of international airline tickets. Since introducing this annual festival in 2007, we have significantly increased attendance

each year. In 2018, we anticipate 50-60 racing teams, 110 booths and over 22,000 visitors.

We encourage you to put together a dragon boat team. Dragon Boating is an easy to learn, team-oriented sport that promotes teamwork and increases productivity and wellness. It is a proven employee/team-building activity and generates much enthusiasm among the participants. We provide all equipment, including the boats, paddles, lifejackets, as well as professional coach training for the teams the day before the scheduled event. Each team consists of twenty paddlers and one drummer.

In addition to your team, you will have a complimentary booth at the festival that can be staffed by your employees or volunteers to distribute information about your products and services.

With your support, your employees will enjoy the various family-friendly activities, enrich their knowledge, enhance their understanding of diverse cultures, and be part of the most exciting dragon boat racing.

Registration deadline is March 31<sup>st</sup>, 2018.

More information can be found on the festival's official website at [www.dfwdragonboatfestival.com](http://www.dfwdragonboatfestival.com).



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The festival is hosted and organized by Marco Polo World Foundation. Our mission is to promote intercultural understanding by sharing and celebrating International Culture with all people of the region and across America. Marco Polo World Foundation (MPWF) is a public charity, organized as a non-profit 501(c) (3), non religious, non-partisan organization.

Other than the festival, we would also welcome your support for our foundation's other three programs: scholarships internships and Asian Culture Seminar.



Our Scholarship program differs from other scholarships by recognizing individuals who have made significant contributions to the community through their volunteer efforts and in multi-cultural activities. It is the goal of MPWF to provide opportunities and to encourage students to become active in their community through volunteer service.



The internship with MPWF provides students the opportunity to improve their organizational and interaction skills, exposure to different job opportunities and expanded network of associates and professionals.

Asian Culture Seminar With its diverse background, Marco Polo World Foundation brings introductory culture courses to school districts in the DFW Metroplex and celebrates Asian-Pacific American heritage with children of all ages.

Through these programs, we bring together individuals and organizations from different sectors and communities, and encourage local, regional and international interaction. To learn more about our foundation, please visit: [www.marcopoloworldfoundation.org](http://www.marcopoloworldfoundation.org).

We look forward to working with you on this exciting cultural and educational event. Please find attached our sponsorship opportunities and benefits for your consideration. Should you have any questions, please feel free to contact us by email at [info@marcopoloworldfoundation.org](mailto:info@marcopoloworldfoundation.org) or by phone at 214-850-9986.

Thank you for your support.

Sincerely,

Diana Wang Madsen  
Chairwoman & President  
Marco Polo World Foundation

Linda Harper-Brown  
2018 Festival Chair  
Former State Representative of Texas



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## *Sponsorship Level*

### *Title Sponsorship level (\$50,000)*

- Sponsor name on a dragon boat for two years
- Attending dragon boat eye dotting ceremony
- Sponsor's official banner on main stage (banner provided by sponsor)
- Sponsor's name on the front cover of the official program book
- Two full page color ads (5.25" X 8") on the central pages of official program books (3,000 copies)
- Sponsor name listed on official program book
- Sponsor message during the festival opening ceremony
- Sponsor's web site link and logo to be on festival and Marco Polo World Foundation's official web sites, and also on the Facebook and Twitter
- Sponsor's name to be on the press release
- Dragon boat package and team training – Five teams
- Two rounds of training per team on practice day
- Five complimentary team photos
- Name mentioning and logo display in Festival's TV commercial
- Name mentioning in Festival's radio commercial
- 10 Sponsor flags on the race field (Sponsor is responsible for production)
- Sponsor presentation on the main stage
- Sponsor name and logo on festival flyer
- Sponsor name on front of festival T-Shirt
- 10 VIP parking passes
- Five complimentary booth spaces at two locations of the festival property (each booth is 10x10)
- Tax deductions







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## *Sponsorship Levels, continued*

### *Signature (\$25,000)*

- Sponsor name on a dragon boat
- Sponsor's logo to be on Facebook and Twitter
- Sponsor's web site link and logo to be on official festival web site
- Full page color ad (5.25" X 8") on the back cover of official program books (3,000 copies)
- Sponsor name listed on official program book and the official web site
- Sponsor message during event
- Sponsor's name to be on the press release
- Dragon boat package and team training - Four teams
- Two rounds of training per team on practice day
- Three complimentary team photos
- Name mentioning in Festival's radio commercial
- Logo on festival flyer
- Sponsor name on back of festival T-Shirt
- 8 VIP parking passes
- Four complimentary booths spaces at the festival (each booth is 10x10 )
- Tax deductions

### *Diamond (\$15,000)*

- Sponsor's web site link and logo to be on official festival web site
- Sponsor's logo to be on Facebook and Twitter
- Full page color ad (5.25"X 8") on inside front cover of official program books (3,000 copies)
- Sponsor's name to be on the press release
- Sponsor name listed on official program book and the official web site
- Dragon boat package and team training - Three teams
- Two complimentary team photo
- Logo on festival flyer
- 6 VIP parking passes
- Three complimentary booths to distribute information about your products and services at Festival (each booth is 10x10 with one table and two chairs)
- Tax deduction





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## *Sponsorship Levels, continued*

### *Ruby (\$10,000)*

- Sponsor name listed on official program book and the official web site
- Sponsor's web site link and logo to be on official festival web site, Facebook and Twitter
- Full page color ad (5.25" X 8") on inside back cover of official program books (3,000 copies)
- Dragon boat package and team training - Two teams
- One complimentary team photo
- 4 VIP parking passes
- Two complimentary booths to distribute information about your products and services at Festival (each booth is 10x10 with one table and two chairs)
- Tax deductions

### *Sapphire (\$5,000)*

- Sponsor name listed on official program book and official web site
- Sponsor's web site to be linked to the official festival web site
- Half page color ad (5.25" X 4") in official program books (3,000 copies)
- Dragon boat package and team training - Two teams
- 2 VIP parking passes
- One complimentary booth to distribute information about your products and services at Festival (each booth is 10x10 with one table and two chairs)
- Tax deductions

### *Jade (\$2,350)*

- Dragon boat package and team training - One team
- Sponsor name listed on official program book and official website
- One complimentary booth to distribute information about your products and services at Festival (each booth is 10x10 with one table and two chairs)
- Tax deductions

### *Others*

- Advertising on the program books (3,000 copies) only:
  - Full color page (5.25" X 8") \$1200. (\$1500 after March 1, 2018)
  - Half color page (5.25" X 4") \$1000. (\$1200 after March 1, 2018)
- Corporation booth only \$550.00 (each booth is 10x10 with one table and two chairs)

**Please note** athlete rest tents including tables & chairs provided by sponsors. (We could help rent the equipment paid by sponsors)



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## Sponsorship Agreement – please print legibly

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

URL (if applicable): \_\_\_\_\_

### Sponsorship Level:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Title Sponsor (\$50,000)         | <input type="checkbox"/> Signature (\$25,000)               | <input type="checkbox"/> Diamond (\$15,000) |
| <input type="checkbox"/> Ruby (\$10,000)                  | <input type="checkbox"/> Sapphire (\$5,000)                 | <input type="checkbox"/> Jade (\$2,350)     |
| <input type="checkbox"/> Others: Please specify:<br>_____ | <input type="checkbox"/> Donation: Please specify:<br>_____ |   |

### PLEASE INDICATE PREFERRED PAYMENT METHOD:

- Check/money orders enclosed ( payable to: Marco Polo World Foundation)
- Pay online at: <http://www.dfwdragonboatfestival.com/sponsors.shtml> or <http://www.marcopoloworldfoundation.org/sponsors.shtml>

- Charge our sponsorship to:     Visa     Master     Discover     AmEx

*(A credit card transaction fee may be charged to your card if you choose this payment method)*

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date (month/year): \_\_\_\_\_ 3 Digit Security code \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_ **Date** \_\_\_\_\_

Please return this agreement form to: Marco Polo World Foundation  
400 East Royal Lane, Building Three, Suite 290,  
Irving, TX 75039

Thank you for your support for the 2018 Annual DFW Dragon Boat, Kite, and Lantern Festival.  
**Please note** that all payments are non-refundable under any circumstances. Retain a copy for your record.  
**Please note** registration deadline is March 31<sup>st</sup>, 2018.