



2009 Annual DFW Dragon Boat, Kite and Lantern Festival
May 17, 2009
Lake Carolyn, Irving, Texas

Dear Sponsor :

We are pleased to invite you to become a sponsor of the 2009 Annual DFW Dragon Boat, Kite and Lantern Festival, a premier Asian cultural and educational event in North Texas. With strong support from businesses, community groups, and city governments, the festival has quickly doubled in size since its introduction in 2007. At the 2008 Annual DFW Dragon Boat, Kite, and Lantern Festival, about 5,000 people attended and several DFW mayors proclaimed the month of May as Asian Pacific Heritage Month at the festival opening ceremonies.

In 2009, the festival is scheduled to take place from 10 a.m. to 6 p.m. on Sunday, May 17th on Lake Carolyn in Irving, Texas. In addition to corporate, community and inter-city dragon boat teams, there will be a main stage featuring multi-cultural performances as well as numerous booths showcasing handicrafts, educational cultural activities and ethnic foods. This is an educational and cultural event that is free to the public.

What differentiates this festival is that it introduces the team sport of dragon boating to the DFW area. Dragon boating is a proven team-building activity and generates much enthusiasm amongst the participants. Seventeen teams entered in 2008, including boy scouts, high school students, breast cancer survivors, city, corporate and community teams, with over 380 people participating in the races. The festival is hosted and organized by Marco Polo World Foundation, a non-profit organization composed of community leaders and volunteers who dedicate their personal time to promote multi-cultural understanding, education, and the sport of dragon boating.

Dragon Boating is one of the hottest growing sporting events. Such events are already held with great success in Canada, northeast and western United States. Established Dragon Boat programs in Boston, New York and L.A. attract about 50,000 participants each year.

We highly encourage you to put together a dragon boat team to participate in the exciting 2009 dragon boat races. Dragon Boating is an easy to learn, team-oriented sport that promotes teamwork and increases productivity and wellness. We provide all equipment, including the boats, paddles, as well as training for the teams the day before the scheduled event. Each team consists of twenty paddlers and one drummer. We work closely with the Texas Dragon Boat Association and USA Dragon Boating who provide seasoned coaches to professionally run the dragon boat races. More information on the festival can be found at our website www.dfwdragonboatfestival.com. Please feel free to adopt the festival as part of your Asian Pacific Heritage Month program.

In 2009 we expect to again to be strongly supported by a breadth of community and business organizations and to be widely covered by the ethnic and mainstream press. By



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sponsoring and supporting this event, you will be demonstrating your strong bonds with the DFW Asian American community and community at-large. We look forward to your participation. As a sponsor, you will have a complimentary booth at the festival that can be staffed by your employees or volunteers to distribute information about your organization's products and services. Please find attached our sponsorship opportunities and benefits for your consideration.

Should you have any questions, please feel free to contact us. We look forward to closely working with you on this wonderful event.

Lily Mak
Co-Chair

Grace Tyler
Co-Chair

Diana Meilan Wang
Co-Chair

2009 Annual DFW Dragon Boat, Kite and Lantern Festival
Hosted by
Marco Polo World Foundation, a non-profit organization



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Sponsorship Levels

- Signature (\$25,000)
 - Name on official banners, signage, website, and program
 - Back cover of official program
 - Sponsor message during event
 - Dragon boat package and team training – 2 teams
 - Two complimentary booths at Festival
 - 10 VIP parking passes
- Diamond (\$15,000)
 - Name on official signage, website, and program
 - Full page ad in official program
 - Sponsor message during event
 - Dragon boat package and team training – 2 teams
 - Two complimentary booths at Festival
 - 6 VIP parking passes
- Ruby (\$10,000)
 - Name on official signage, website and program
 - Full page ad in official program
 - Dragon boat package and team training
 - One complimentary booth at Festival
 - 4 VIP parking passes
- Sapphire (\$5,000)
 - Name on official website and program
 - Full page ad in official program
 - Dragon boat package and team training
 - One complimentary booth at Festival
 - 2 VIP parking passes
- Jade (\$2,500)
 - Name on official website and program
 - Full page ad in official program
 - Dragon boat package and team training
 - One complimentary booth at Festival
- Pearl (\$1,500)
 - Name on official website and program
 - Half page ad in official program
 - Dragon boat package and team training
 - One complimentary booth at Festival



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Sponsorship Agreement

Company Name: _____

Contact: _____ Title: _____

Address: _____

City _____ State _____ Zip _____

Phone: _____ Email: _____

Web site: _____

- Sponsorship level:
- Signature (\$25,000)
 - Diamond (\$15,000)
 - Ruby (\$10,000)
 - Sapphire (\$5,000)
 - Jade (\$2,500)
 - Pearl (1,500)
 - Community (\$500)
 - _____ Donation

Authorized Signature: _____

PAYMENT:

Check/money orders are payable to: MPW Foundation

Return to: Marco Polo World Foundation
P.O. Box 631451
Irving, Texas, 75063

Thank you for your support of the 2009 Annual DFW Dragon Boat, Kite, and Lantern Festival. Please retain a copy for your records.