



SMCR

SPONSORSHIP PROSPECTUS



**SOLOMONS
DRAGON BOAT
FESTIVAL**

SATURDAY, AUGUST 13, 2022

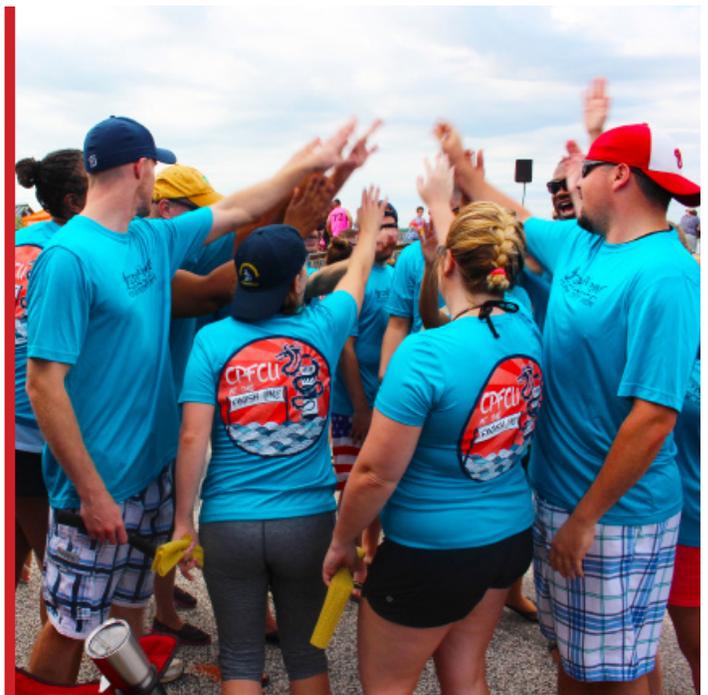
www.SolomonsDragonBoatFestival.com

CONTENT

HISTORY OF DRAGON BOATING	3
.....	
OUR FESTIVAL AT A GLANCE	4
.....	
WHAT IT ALL COSTS	4
.....	
FUNDRAISING	5
.....	
SPONSORSHIP OPPORTUNITIES	6
.....	
MARKETING	7
.....	
WHAT TO EXPECT & SCHEDULE OF EVENTS	8
.....	
WHO WE ARE AT SMCR	10
.....	

“The Dragon Boat Festival is an incredible event that really stirs this community. We are there to celebrate and lift up our differences... and have a little fun, too!”

KRISTIN KAUFFMAN
CEDAR POINT FEDERAL CREDIT UNION
TEAM CAPTAIN





THANKS FOR CONSIDERING US!

We at SMCR, Inc are excited to bring you our Sponsorship Prospectus as we launch the sixth annual Solomons Dragon Boat Festival in 2022, to serve the truly unique individuals who benefit from the event.

SMCR, Inc provides inclusive programs for people with developmental differences. SMCR has been providing educational and recreational events and opportunities to assist people with developmental differences to integrate into the local community. The funds raised from this exciting event are invested in our programs and people, not in buildings and infrastructure. We run a lean and transparent organization. And we will celebrate our 9th anniversary in 2022!

While our festival was unable to happen in 2020 during the global pandemic, our 2021 festival went over swimmingly!

The annual Solomons Dragon Boat Festival allows us to stage an event that is fun, safe, and family oriented to raise funds for our special events. Please enjoy reading about the Festival, and what it takes in man hours from our many volunteers. The year-long commitment to bring this event to fruition is a truly inspiring one.

This event has been hugely successful because of YOU – the community and our members. Everyone feels the love, joy and unity of a community that comes together each year to support our events and opportunities.

We look forward to the fifth annual Solomons Dragon Boat Festival on August 13th and hope you will be a part of it, too. Paddles up!

KRISTIN KAUFFMAN
Festival Chair



WHAT IS A DRAGON BOAT?

The roots of dragon boat racing go back over 2,000 years to the southern provinces of China...

Legend has it that Qu Yuan, a scholar and advisor to the emperor of the Chu Kingdom, jumped into the Mei Lo (Mi Luo) River in despair and protest against government corruption. Local fishermen raced out in their boats to save him, beating drums and pounding paddles on the river's waters. They threw rice dumplings wrapped in silk into the river to distract the water dragons and keep them from devouring Qu Yuan's body.

Out of the re-enactment of this legend at annual festivals, dragon boating evolved into the sport we know and celebrate today in Solomons, Maryland and around the world.

OUR FESTIVAL AT A GLANCE

91 TEAMS
OVER 4 YEARS

20,000 SPECTATORS
OVER 4 YEARS

200+ VOLUNTEERS
EACH YEAR

850 VOLUNTEER HOURS
EACH YEAR

2441 VIDEO VIEWS
FACEBOOK: JULY & AUGUST 2019

60,000 PAGE REACH
FACEBOOK: JULY & AUGUST 2019

WHAT DOES IT ALL COST?

SMCR strives to offer exciting activities & special events for our members and the community. We host our very own Joy Prom, Winter Gathering and other special events throughout the year. And we are able to offer these opportunities thanks to donations from businesses like yours.



GET A DRAGON IN THE RACE: \$2000

The Dragon Boat and equipment are supplied along with one training session for each team. We can accommodate 33 teams. With enthusiasm for Dragon Boat racing growing, we already have teams signed up for 2020. Don't miss your chance!



VENDOR VILLAGE BOOTH: \$60-85

Selling non food items - \$60
Selling food or refreshments - \$85 Must supply your own power.*

*Limited power available for a fee.

SOCIAL CLUBS & NON-CORPORATE TEAMS

Not a business? If you aren't funding the \$2000 entry fee through a group or business, we have a great solution. We encourage teams to have their individual paddlers raise the funds through crowd-funding right on our site. We'll build a page for your team. If each paddler raises \$120, the goal is met! Simply have paddlers and their donors visit the page we've created for you and donate toward your goal. See the facing page for ideas on setting up your fundraiser. **Visit www.somdcr.org/registration to register your team and set up your crowd-funding page.**

FUNDRAISING

SMCR encourages all teams to raise funds beyond the team entry fee. The Solomons Dragon Boat Festival is our main fundraiser for the year, and allows us to create amazing opportunities for our community members with disabilities.



5 STEPS TO SUCCESSFUL FUNDRAISING

1. **REGISTER** your team at www.somdcr.com/registration
 2. **KICK START** your fundraising by making a personal donation.
 3. **DESIGN** your fundraising page. Share with us your personal or business story and a picture showcasing why you'll paddle and support the festival. We'll create the page and forward it to you.
 4. **START** an additional **Facebook Fundraiser** to easily reach your fundraising goal.
 5. **SHARE** with family, friends & co-workers why you are paddling and ask them to support your efforts!
- Visit www.somdcr.org/teams to register your team and set up your crowd-funding page.

FACEBOOK FUNDRAISERS

Starting a Facebook Fundraiser is the easiest way to reach your fundraising goal. Participants that fundraise on Facebook raise on average 5x more than those who don't! To create a personal fundraiser for yourself, follow these steps:

1. Click **Fundraisers** in the left menu of your News Feed.
2. Click **Raise Money**.
3. Select **Yourself**.
4. Select a category.
5. Add a cover photo and fill in details about your fundraiser*.
6. Click **Create**.

Keep in mind that you must be at least 18 years old to create a personal fundraiser.

You can view other team fundraiser pages and photos on our website at www.somdcr.org/teams

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor: \$10,000

Cedar Point Federal Credit Union

- Naming Rights for the event
- Includes one Dragon Boat team entry
- Logo prominently displayed on all social media, posters, print materials, tshirts, road signs and other materials
- Public thanks & mentions at all SDBF events

Vendor Village Sponsor: \$5,000

Your Business Here

35+ food & craft/gift vendors will be set up on the forecourt of the OLSS church. This is our popular Vendor Village. Banners featuring your company name will be prominently displayed at each public access point to the Vendor Village. In all marketing opportunities the Vendor Village will be referred to as the 'Your Business' Vendor Village, for example.

Team Village Sponsor: \$5,000

Thrivent Financial, Matthew Budde

As the number of teams participating in the event grows, so does the amount of practice sessions. We typically have 4 afternoons of practice sessions (Mon-Thurs) under the watchful eye and coaching of the 22Dragons team. This week-long practice event occurs prior to race day. Practice sessions draw crowds which continue to grow each year.

- Practice sessions announced on social media & website along with your name and logo.
- Logo on all social media, website, tshirts.
- Public thanks & mentions at opening & awards ceremonies.
- Ad placed around center fold race day map in St. Mary's & Calvert newspapers.

Parking Sponsor: \$3,000

Your Business Here

This is an excellent opportunity for an automotive dealer. The Boy Scout volunteers man the parking space across from the Marine Museum.

- Banners with your logo in parking area
- Parking area naming rights
- Room for display of automobiles, if desired
- Logo/Name on event map

22 Dragons Lodging: \$3,000

Holiday Inn, Solomons

Parade of Teams Sponsor: \$2,500

The Arc of Southern Maryland

Our popular parade of teams allows all teams to size up the competition! The parade runs the length of the Solomons Riverwalk. The Parade sponsor receives a banner with their logo displayed during the parade.

Roadside Signage Sponsor: \$2,000

Barefoot Graphics

Many Road signs 8ft x 4ft distributed on major routes into Solomons which will include your logo.

Boat & Equipment Storage: \$2,000

Quality Transfer & Storage

Tshirt Sponsor: \$2,000

Your Business Here

Charging Station: \$1,000

Your Business Here

With a long day of racing ahead, teams and spectators need a place to charge their phones and cameras. The charging station is used by many on race day!

Complementary Boat Crew lunch: \$300

Your Business Here

Our devoted crew at 22 Dragons need to eat between races. Many thanks to this local business for providing meals.

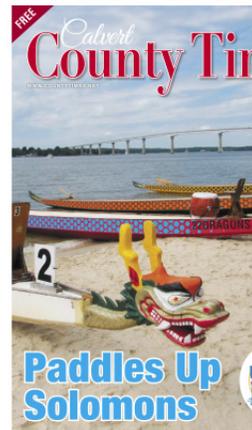
If you do not see a sponsorship package that suits your company, please let us know and we can tailor one that does!

MARKETING

We understand how important it is for our sponsors to have their name in lights, so we take every opportunity to place sponsor logos on everything from roadside signs to festivals maps to the newspaper centerfold to social media posts. Without the support of people like you, this festival would not happen!

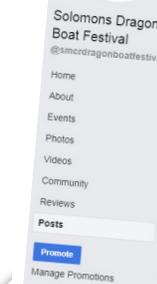
While we will endeavor to include you in all the marketing opportunities listed under the various sponsorship levels on the facing page, please consult with our Sponsorship Team to negotiate the perfect plan for your company or social group. Below is a list of what we can offer to our sponsors at any level.

- **Social Media** – Facebook, Instagram, Youtube. *Ongoing throughout the year.*
- **Website** - Homepage of solomonsdragonboatfestival.com. *Ongoing throughout the year.*
- **On site** – Banners, posters, map of Solomons.
- **Guidebook** – This year we have a guidebook in which we will feature logos, teams, events, etc.
- **Live at Events** – Your company will be publicly thanked by announcers at the Dotting of the Eye ceremony, VIP reception and throughout Race Day.
- **Print** – Logo in newspaper centerfold, name in press releases and other advertising opportunities
- **Other opportunities upon request!**



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Dragon boat races return this Saturday to Solomons Island



The annual Solomons Island Dragon Boat Festival returns to the Patuxent River town on Saturday, Aug. 17, with races from 9 a.m. to 3 p.m.

The Fourth Annual Solomons Island Dragon Boat Festival will be held on Saturday, August 17, on the Patuxent River along the Solomons Island Riverwalk. Races will be from 9 a.m. to 3 p.m.

There will be a variety of entertainment, food, crafts and kid-friendly activities. There will also be practice sessions during the evening on Friday, Aug. 16, as well as a Dotting of the Eye Ceremony at 7 p.m. outside Our Lady Star of the Sea on Solomons Island.

Dragon boat racing has become one of the fastest growing team water sports events. Dragon boat teams consist of 16 paddlers, a drummer and a trained steer person. The local festival's dragon boat provider is 22Dragons, visiting from

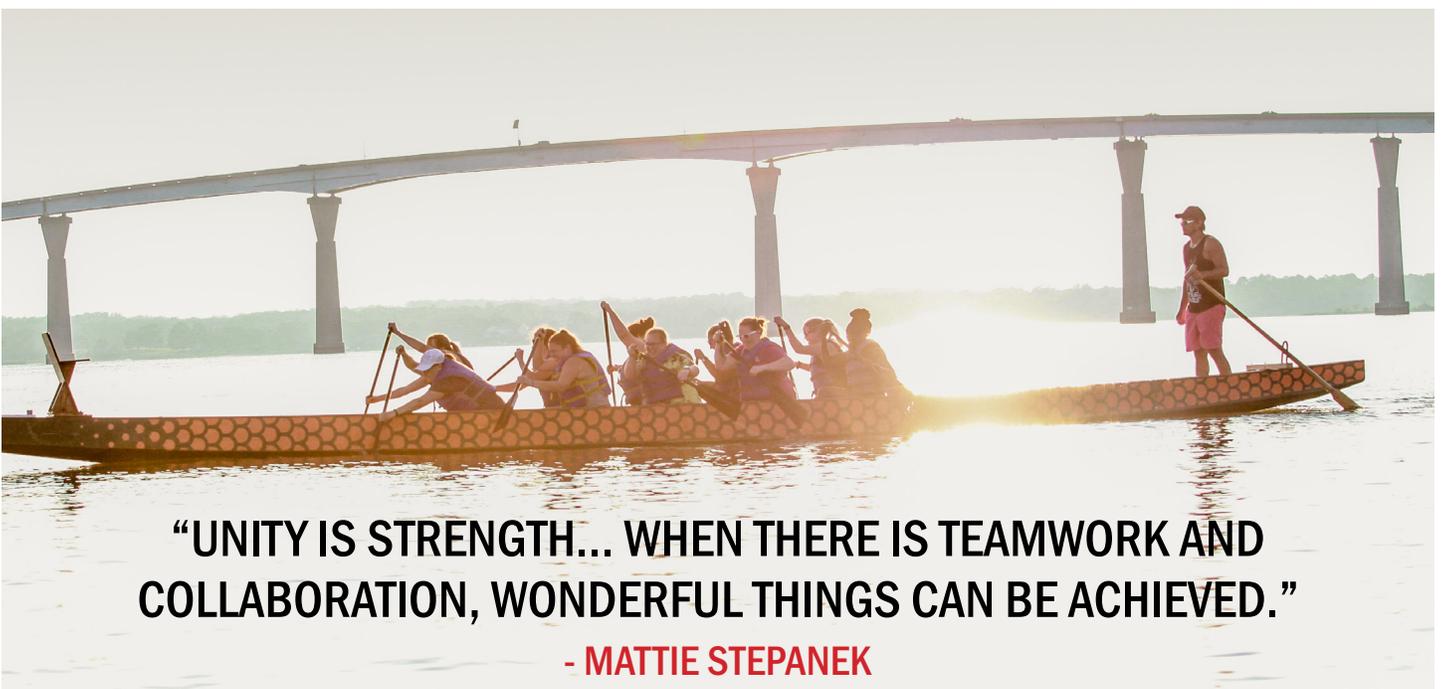
Montreal. Teams are made up of people from local businesses or groups looking for some fun and to help raise funds for Southern Maryland Community Resources, which hosts the event. This year, the group announced an a la carte team option, in which each team member raises a certain dollar amount to pay for the cost of a team.

The event benefits Southern Maryland Community Resources, which creates opportunities for people with differing abilities, providing social, recreational and educational programs for the entire community, with an emphasis on accessibility for those with developmental differences.

For more information about this weekend's races, visit www.SolomonsDragonBoatFestival.com.

WHAT YOU'LL SEE

Our most recent festival featured a private VIP Reception, Dotting of the Eye Ceremony, practice sessions and a Flash Mob... and all before the day of the races! You can expect all this, with a few modifications, for our 6th Annual festival in 2022. The main event will be a full day of dragon boat races complete with a parade of teams, lunchtime entertainment, children's activities, vendor village and awards ceremony. These two pages will give you an idea of the exciting events you can look forward to in August of 2022.



“UNITY IS STRENGTH... WHEN THERE IS TEAMWORK AND COLLABORATION, WONDERFUL THINGS CAN BE ACHIEVED.”

- MATTIE STEPANEK

SCHEDULE OF EVENTS



AUGUST 8-11, 2022

PRACTICE WEEK

- 5:45 p.m.** First round of team practices
 - 6:45 p.m.** Second round of team practices
- *Practice times are approximate*



AUGUST 12, 2022

DOTTING OF THE EYE & FLASH MOB

- 5:30 p.m.** Rehearsal for Flash Mob
 - 7 p.m.** Flash Mob performance
 - 7:10 p.m.** Dotting of the Eye ceremony
- *This event is open to the public. All participants are welcome for the Flash Mob and to paint the eyes.*



AUGUST 13, 2022

RACE DAY

- 8 a.m.** Parade of Teams to the Pavilion
 - 8:30 a.m.** Opening Ceremonies
 - 9 a.m.** Races begin
 - Noon** Break for lunch & entertainment
 - 3 p.m.** Races end
 - 3:30 p.m.** Awards presentation
- *Timing is approximate*

Please be advised that during the 2022 festival, we may take some precautions due to COVID-19. As such, we have decided to cancel the traditional VIP reception at the beginning of the week. We do apologize, but we believe it to be our best course of action to prevent the spread at an indoor event.



WHO WE ARE

SMCR is a private non-profit organization that promotes the inclusion of persons with disabilities into the life of our community. We advocate for individuals with special needs, to recognize the inherent dignity that is theirs because they are members of our one human family. We promote social, recreational and educational opportunities in which individuals with disabilities can contribute their unique gifts and develop their potential.

SMCR provides its members with social, educational and recreational events and opportunities that go beyond inclusion to incorporate people with disabilities into the life of the larger community. SMCR programs are designed to first prove the concept that persons with disabilities can succeed in challenging activities in new settings, such as a cooking class in a commercial kitchen or a movement class in a for-profit gym. Then each program offers the SMCR member the opportunity to grow from competence to community involvement.

BUILDING COMMUNITY

The key to building community is SMCR networking. Staff and board meet regularly with businesses, educational institutions, service organizations, government leaders, religious congregations, advocates and individuals. The goal is to build a relationship between SMCR members (teens and adults with developmental differences) and the community at large. SMCR regularly interviews its membership to see what kind of support and programs they need and want, and then develops partnerships in the community to provide these programs.

FOR MORE INFORMATION ABOUT SMCR

Therese Thiedeman, Program Director
therese.smcr@gmail.com
443-684-2791

P.O. Box 560 | 90 Alexander Lane
Solomons, MD 20688

www.somdcr.org



WHAT WE DO

SMCR has a broad vision of how communities and people with disabilities can live, work, play and learn together. We implement that vision one person at a time, because each person's needs and dreams matter. Learn a little bit below about some of the events and opportunities that we offer to the Southern Maryland community. As always, our events are open to all abilities, and we encourage the public to join us at our many events!

GAME NIGHT

Go head-to-head with SMCR at Game Night! This social and recreational program happens Friday nights. Join us and bring a friend to play classic games like Scrabble and cornhole. This event is free to the public, thanks to sponsors like you. *Monthly.*

MOVIE NIGHT

Movie Night is offered to our communities in both Calvert and St. Mary's counties, providing members an opportunity to view a movie for all-ages and meet other individuals from our community. This event is free to the public. *Monthly.*

HEALTHY MOVERS

Join SMCR for a workout as a part of the Healthy Movers Program at the Medically Oriented Gym. We're there every Wednesday! You can participate in this hour-long class with other SMCR members. *Weekly.*

SPECIAL EVENTS

SMCR hosts special events all year long like dances, fundraisers and special opportunities. We are always looking for the community to join us.

Special event opportunity examples:

- A Winter Gathering dance. *February.*
- A Taste of Spring fundraiser. *March.*
- Solomons Dragon Boat Festival. *August.*
- Joy Prom. *September.*
- Other fun opportunities!



SMCR's Arts4All! Collaborative provides opportunities for inclusion and active participation in the literary, visual and performing arts.



Performance opportunities:

- Flash Mob Dances
- Open Mic Nights
- Talent Shows
- Musical Theatrical Performances

Visual Art activities and exhibits:

- A Bridge to the Community partnership with Historic Sotterley, BayCSS and Greenwell Foundation taught by local artists

Engaged in Learning high school program:

- Art classes and exhibits within the local school systems
- Choral opportunities for students
- Art to Heart: activity opportunity for members to interact with students from St. Mary's Ryken while designing their own artwork

A night at the theater:

- Opportunities for those with disabilities and their families and caregivers to see a special sensory-aware performance at the Three Notch Theater in partnership with the Newtowne Players

COMING TOGETHER IS A BEGINNING.
KEEPING TOGETHER IS PROGRESS.
WORKING TOGETHER IS SUCCESS.



ORGANIZED BY



GENEROUSLY SPONSORED BY



info@somdcr.org | www.solomonsdragonboatfestival.com



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