

**SPONSORSHIP
PROSPECTUS**



**SOLOMONS
DRAGON BOAT
FESTIVAL**



THANKS FOR CONSIDERING US!

We at SMCR, Inc are excited to bring you our Sponsorship Prospectus as we launch the eighth annual Solomons Dragon Boat Festival in 2024, 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. In 2024 we will celebrate in spectacular fashion at the Solomons Dragon Boat Festival!

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 festival on August 17th and hope you will be a part of it, too. Paddles up!

www.SolomonsDragonBoatFestival.com

solomonsdragonboat@gmail.com

OUR FESTIVAL AT A GLANCE

127 TEAMS
OVER 7 YEARS

1,294 REACTIONS
FACEBOOK: AUGUST 2022

45,000 SPECTATORS
OVER 7 YEARS

80+ VOLUNTEERS
EACH YEAR

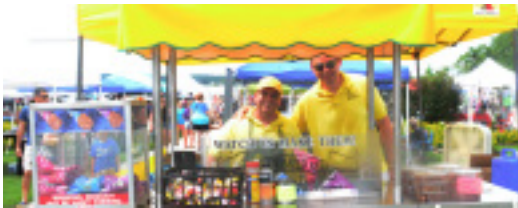
42,000 PAGE REACH
FACEBOOK: JULY & AUGUST, 2022

850 VOLUNTEER HRS
EACH YEAR



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 this year. Don't miss your chance!



VENDOR BOOTHS & FOOD TRUCKS: \$60-200

Regular booth - \$60

Corner booth - \$75

Food trucks - \$200

Must supply your own power. Food booths are considered food booths for the purposes of application and fees.

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!

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.**

SPONSORSHIPS

All sponsorship opportunities include website, social media and print promotion of your business logo as well as public recognition during the event with signage and DJ announcement. For sponsorships listed under "Regions", each region has one major sponsor, with the logo on a 4x8 sign. Any sponsorships of \$5,000+ include having a boat in the race.

MAJOR SPONSORSHIPS

- Presenting Sponsor:** \$10,000
- Practice Week Sponsor:** \$4,000
- Parade of Teams Sponsor:** \$2,500
- Transportation Sponsor:** \$2,000
- Roadside Signage Sponsor:** \$2,000
- Boat & Equipment Storage:** \$2,000
- T-shirt Sponsor:** \$2,000
- Charging Station:** \$1,000

REGIONS

- Vendor Village Sponsor:** \$5,000
- Team Village Sponsor:** \$5,000
- Boat Launch Sponsor:** \$3,000
- Parking Lot Sponsor:** \$3,000

PARA-DRAGON SPONSORS

New as of 2023! Solomons Dragon Boat Festival is proud to announce the introduction of a Para-dragon division for teams following adaptive-sports racing. We are looking for sponsors to help these teams get to Solomons. Your business will be billed alongside the team you sponsor, and we will connect you with the team for

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! 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 and throughout Race Day.
- **Print** – Logo in newspaper centerfold, name in press releases and other advertising opportunities
- **Other opportunities upon request!**



Dragon boat races return this Saturday



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

SUBMITTED PHOTO
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.

WHAT YOU'LL SEE

We have big things planned for our 8th Annual festival in 2024! Race day will include, of course, dragon boat races as well as a parade of teams, lunchtime entertainment, children's activities, vendor village and awards ceremony. Check out our approximate schedule below.



APPROXIMATE SCHEDULE OF EVENTS



AUGUST 12-15, 2024

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 16, 2024

DOTTING OF THE EYE & FLASH MOB

- 7 p.m. Dotting of the Eye Ceremony
- *This event is open to the public. All participants are welcome to help us paint the dragons' eyes.*



AUGUST 17, 2024

RACE DAY

- 8 a.m. Parade of Teams to the Gazebo
 - 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*

WHO WE ARE

SMCR is a private non-profit organization that 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.



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!

Performance opportunities:

- Flash Mob Dances
- Arts4All Singers in Concert
- Musical Theatrical Performances

A night at the theater:

Opportunities for those with disabilities and their caregivers to see special performances by Port Tobacco Players and The Newtowne Players.

Visual Art activities and exhibits:

Art projects like mosaic, collage, clay and other workshops taught by local artists

Special event opportunity examples:

- Dances
- Bus trips
- Cookouts
- Other fun opportunities!

FOR MORE INFORMATION ABOUT SMCR

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