

Saturday, April 24, 2021
The Dock of Gulfport



GULF COAST DRAGON BOAT FESTIVAL
2021 SPONSORSHIP OPPORTUNITIES



United Way
of South Mississippi

FREQUENTLY ASKED QUESTIONS

- **What is dragon boat racing?** Dragon boating is a unique kind of boat racing. A dragon boat team consists of 20 paddlers sitting two abreast, a cox who steers the dragon boat from the rear and a drummer who sits at the front. The boat itself is 46 feet long and will go as fast as you can paddle! The team of paddlers work in unison to propel the boat forward from a standing start, the aim being to reach the finish line in the fastest time.
- **What are the origins of dragon boat racing?** Dragon boating began in China more than 2,000 years ago, originating from superstitious beliefs that the boat racing would ensure prosperous and bountiful crops. The celebrations were conducted during the summer solstice, the time of the year when natural calamities such as disease and death were more prevalent. Accordingly, dragon boating has come to symbolize both humankind's struggle against nature and the fight against dangerous enemies.
- **How does the festival benefit our community?** All proceeds from the festival directly benefit United Way of South Mississippi, which seeks to improve the health, education and financial stability of all people in Hancock, Harrison, Pearl River and Stone counties.
 - > In the 2019-2021 grant cycle, UWSM awarded \$650,000 in Community Impact grants to 11 area nonprofits, which help fund programs like *Project Learn* at the Boys & Girls Clubs of the Gulf Coast, *Family Advocacy Collaborative* at CASA of Hancock County, *Case Management Services* at Catholic Charities of South Mississippi, *Mobile Pantry Program* at Feeding the Gulf Coast, *Children's Program* at Gulf Coast Center for Nonviolence, *Early Childhood Programs* at Hancock County Human Resource Center, *Navigator Program* at Hancock Resource Center, *SMARTIES* at Lynn Meadows Discovery Center, *Head & Heart Programs* at Manna Ministries, *Early Head Start Program* at Moore Community House and *ENHANCE After School Tutoring Program* at The Nourishing Place.
 - > Due to the COVID-19 pandemic, UWSM has awarded over \$358,000 to our community partners for rapid response to those affected by COVID-19 for housing assistance, utilities assistance, food, medications, PPE and basic needs.
 - > We operate PreK4Ward, which offers free preschool to 180 children in nine classrooms; savings programs, including the FamilyWise prescription discount card and free tax preparation services, such as VITA; Dolly Parton's Imagination Library, which delivers one book each month to children from birth to age 5; United Way Readers, which pairs adult volunteers with children to provide reading practice; and the Little Free Library program, which promotes neighborhood book exchanges through free public bookcases.
 - > We also lead the Fill the Bus school supply drive, MLK, Jr. Day of Action diaper drive and the iHeart Radio coat drive.
- **How can I help?** Easy ... paddles up! Register you and your team members for this unique team-building experience. Sponsorship opportunities are enclosed in this packet, and there are also numerous volunteer opportunities. If you are interested in providing volunteers, please contact Kellee Caldwell at kcaldwell@unitedwaysm.org.

FREQUENTLY ASKED QUESTIONS

- **How will COVID-19 affect the Dragon Boat Festival?** The Dragon Boat Festival will proceed as it normally does every year, called Plan A. However, if local restrictions and mandates prohibit us from having the Festival as planned, we will make minor changes to how the Festival will take place, called Plan B. In the case of Plan B, each boat will have 10 rowers, one drummer and one steerer. All boats and equipment will be thoroughly cleaned after each race. Since every team will not be able to be at The Dock at one time, there will be a new racing schedule. Heats 1-12 will have two lanes each and heats 13-15, the championship heats, will have three lanes each. Heats 1-12 will take place on Wednesday, April 21 through Friday, April 23. The championships will take place on Saturday, April 24. No tents or vendors will be permitted.

DATES AND OTHER INFORMATION

- The final day to register a team will be Tuesday, March 30, 2021 by 5 p.m.
- To receive the full benefits of your sponsorship, including a \$100 participant sponsorship discount, please register no later than Friday February 12, 2021 by 5 p.m.
- All other payments are due to United Way of South Mississippi on Wednesday, March 31, 2021 by 5 p.m.
- The festival will be held from 9 a.m. to 3 p.m. on Saturday, April 24, 2021, at The Dock on Seaway Road in Gulfport.
- Please note, in the event of inclement weather, other disasters or events beyond our control, sponsorships are nonrefundable.

PARTICIPANT SPONSORSHIP LEVELS

DYNASTY SPONSOR — \$8,500

- Two dragon boat teams with two preferred practice times
- Naming rights as the event sponsor on all collateral materials, including signage and shirts
- Promotion in all media appearances, in a TV commercial, in the LIVE UNITED newsletter, on the United Way website and on all of our social media platforms
- For Plan A, mentions during the festival and a 30-second profile to be read before the first race by the Master of Ceremonies. For Plan B, social media post with information provided by the organization.
- Two 10-foot by 10-foot adjacent tent spaces in a prime location*
- Two banners at the festival; one banner may be displayed at the start line*
- For Plan A, mentions during the festival and a 15-second profile to be read before the first race by the Master of Ceremonies. For Plan B, social media post with information provided by the organization.
- For Plan A only, one member of your organization will participate in the ceremonial Dotting of the Dragon's Eyes to start the festival.

* In the event of Plan A, organizations are asked to provide their own tents, banners and other promotional items. Please note that United Way of South Mississippi is not responsible for any lost or damaged items.

PARTICIPANT SPONSORSHIP LEVELS

EMPEROR SPONSOR – \$4,500

- One dragon boat team with one preferred practice time
- Listed as an event sponsor on all collateral materials, including signage and shirts
- Promotion in all media appearances, in the LIVE UNITED newsletter, on the United Way website and on all of our social media platforms
- For Plan A, mentions during the festival and a 15-second profile to be read before the first race by the Master of Ceremonies. For Plan B, social media post with information provided by the organization.
- One 10-foot by 10-foot tent space in a prime location*
- One banner at the festival*

JADE SPONSOR – \$2,500

- One dragon boat team with one practice time
- For Plan A, mentions during the festival and a 15-second profile to be read before the first race by the Master of Ceremonies. For Plan B, social media post with information provided by the organization
- Listed as an event sponsor on select collateral materials, including signage and shirts
- Promotion on the United Way website and on all of our social media platforms
- One 10-foot by 10-foot tent space in a prime location*

DRAGON BOAT SPONSOR – \$1,600 FOR-PROFIT AND \$1,300 NON-PROFIT

- One dragon boat team with one practice time
- Promotion in the LIVE UNITED newsletter, on the United Way website and on all of our social media platforms
- One 10-foot by 10-foot tent space*



** In the event of Plan A, organizations are asked to provide their own tents, banners and other promotional items. Please note that United Way of South Mississippi is not responsible for any lost or damaged items.*

NON-PARTICIPANT SPONSORSHIPS

FINISH LINE SPONSOR – \$500

- Listed as an event sponsor on select collateral materials, including signage and shirts
- Promotion in the LIVE UNITED newsletter, on the United Way website and on all of our social media platforms
- Signage displayed at the finish line*
- One member of your organization will sound the horn to start the final race of the festival
- For Plan A, mentions during the festival and a 15-second profile to be read before the first race by the Master of Ceremonies. For Plan B, social media post with information provided by the organization.

PHOTO BOOTH SPONSOR – \$500-PLAN A ONLY

- Listed as an event sponsor on select collateral materials, including signage and shirts
- Promotion in the LIVE UNITED newsletter, on the United Way website and on all of our social media platforms
- Signage displayed at the photo booth*
- For Plan A, mentions during the festival and a 15-second profile to be read before the first race by the Master of Ceremonies. For Plan B, social media post with information provided by the organization.

AWARDS CEREMONY SPONSOR – \$500

- Listed as an event sponsor on select collateral materials, including signage and shirts
- Promotion in the LIVE UNITED newsletter, on the United Way website and on all of our social media platforms
- Signage displayed at the ceremony*
- One member of your organization will help present awards
- For Plan A, mentions during the festival and a 15-second profile to be read before the first race by the Master of Ceremonies. For Plan B, social media post with information provided by the organization.

VEHICLE/WATERCRAFT SPONSOR – \$500

- Listed as an event sponsor on select collateral materials, including signage and shirts
- Promotion in the LIVE UNITED newsletter, on the United Way website and on all of our social media platforms
- One vehicle/watercraft to be displayed at a previously agreed upon location on the festival grounds during the event*
- For Plan A, mentions during the festival and a 15-second profile to be read before the first race by the Master of Ceremonies. For Plan B, social media post with information provided by the organization.

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NON-PARTICIPANT SPONSORSHIPS

CRAWFISH BOIL SPONSOR — \$500-PLAN A ONLY

- Listed as an event sponsor on select collateral materials, including signage and shirts
- Promotion in the LIVE UNITED newsletter, on the United Way website and on all of our social media platforms
- Signage displayed at the food booth*
- Your organization may provide promotional items to festival participants*
- For Plan A, mentions during the festival and a 15-second profile to be read before the first race by the Master of Ceremonies. For Plan B, social media post with information provided by the organization.

ENTERTAINMENT SPONSOR — \$500- PLAN A ONLY

- Listed as an event sponsor on select collateral materials, including signage and shirts
- Promotion in the LIVE UNITED newsletter, on the United Way website and on all of our social media platforms
- Signage displayed at the stage*
- One member of your organization will help present awards
- For Plan A, mentions during the festival and a 15-second profile to be read before the first race by the Master of Ceremonies. For Plan B, social media post with information provided by the organization.

PATRON SIREN SPONSOR — \$250

- Promotion in the LIVE UNITED newsletter, on the United Way website and on all of our social media platforms
- For Plan A, mentions during the festival and a 15-second profile to be read before the first race by the Master of Ceremonies. For Plan B, social media post with information provided by the organization.

Volunteers are needed! Want to help? Email kcaldwell@unitedwaysm.org.



** In the event of Plan A, organizations are asked to provide their own tents, banners and other promotional items. Please note that United Way of South Mississippi is not responsible for any lost or damaged items.*

- Dynasty Sponsor – \$8,500
- Emperor Sponsor – \$4,500
- Jade Sponsor – \$2,500
- Dragon Boat Sponsor – \$1,600
- Dragon Boat Sponsor (Non-Profit) – \$1,300
- Finish Line Sponsor – \$500
- Awards Ceremony Sponsor – \$500
- Photo Booth Sponsor – \$500
- Vehicle/Watercraft Sponsor – \$500
- Crawfish Boil Sponsor – \$500
- Entertainment Sponsor – \$500
- Patron Siren Sponsor – \$250



SPONSORSHIP FORM

Please select the sponsorship that you and your organization prefer, and complete the contact information below. Return this form by mail or by email to the following:

United Way of South Mississippi
 11975 Seaway Road, Suite B-170
 Gulfport, MS 39503 • 228.896.2213
officemanager@unitedwaysm.org

Name

Organization

Street Address

City, State and Zip Code

Phone Number

Email Address

Please invoice me for the amount I have selected.



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of South Mississippi