



## 2018 Sponsorship Opportunities:

### **\$500 Your business will receive:**

Sponsorship of a craft or interactive activity within the festival  
10x10 vendor space

### **\$1,000 Your business will receive:**

- 10 x 10 vendor space for your business

#### **Name inclusion:**

- 2018 Dragon on the Lake website
- 2500 DOTL programs distributed at 2018 festival
- 200 posters distributed throughout metro area for 2018 Dragon on the Lake
- Media ads for 2018 Dragon on the Lake
- Park signage- banners and free standing signs at 2018 festival

### **\$2,500 Your business will receive:**

- Co-sponsorship of specific element of 2018 Dragon on the Lake community festival
- 10 x 10 vendor space

#### **Small logo inclusion:**

- 2018 Dragon on the Lake website
- 2500 DOTL programs distributed at 2018 festival
- 200 posters distributed throughout metro area for 2018 Dragon on the Lake
- Media ads for 2018 Dragon on the Lake
- Park signage- banners and free standing signs at 2018 festival

### **\$5,000 Your business will receive:**

- Sponsorship of specific element of 2018 Dragon on the Lake community festival
- Custom-sized space tailored to sponsorship and business/organization needs

#### **Large logo inclusion:**

- 2018 Dragon on the Lake website
- 2500 DOTL programs distributed at 2018 festival
- 200 posters distributed throughout metro area for 2018 Dragon on the Lake
- Media ads for 2018 Dragon on the Lake
- Park signage- banners and free standing signs at 2018 festival

*We would be happy to discuss sponsorship opportunities above the \$5000 level as well as to create an individual partnership for your business or organization.*

*Thank you for your support of Dragon on the Lake.*

# 2018 Sponsorship Opportunities

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### Dragon Boat Team Sponsorship:

#### **\$1500 Dragon Boat Sponsor and Inclusion in Event Signage**

Sponsor a Dragon Boat team of cancer survivors or a youth team, community group or nonprofit. Opportunity to display your business name on your boat's team shirts and fliers as well as space to display a 3 x 8' banner with your business name at Green's Park for 600+ Dragon Boat participants and spectators. In addition your business will receive:

#### **Name inclusion:**

- 2018 Dragon on the Lake website
- 2500 DOTL programs distributed at 2018 festival
- 200 posters distributed throughout metro area for 2018 Dragon on the Lake
- Media ads for 2018 Dragon on the Lake
- Park signage- banners and free standing signs at 2018 festival

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### Specific Elements of Dragon on the Lake for Sponsorship/Co-sponsorship

**\$2,500 – Merchants Market co-sponsorship** – a 30-40-booth art and craft show attracting local artists to Lake Orion for an event that fits the character of the community with items from \$1 to \$100 and priced to move at a community festival. This will bring guests to the downtown business district, a high traffic area with a desirable demographic. Sponsor branding customized to area.

**\$1,000 – Downtown Art & Music Stage**- live experiential art and / or music stage in the heart of the Merchants Market

**\$2,500 - Main Stage & Dragon Pub** - Main stage located inside the Dragon Pub includes a full weekend of Entertainment with local and regional talent wrapped up with the 80's retro party on Saturday Night and which attracts a prime 35-55 demographic. Includes signage on the Dragon Pub, on-site space inside pub, opportunity for literature and coupon distribution.

**\$1,000 - Kidz Zone Stage co-sponsorship** - 2 full days of age appropriate entertainment, with a professional MC and sound system

**\$2,500 - Dragon Boat Race bracket - 3 available-** Be a part of the most exciting event at the festival, as over 600+ paddlers and spectators gather to compete in the ultimate team building challenge. Your company name will be featured on one of 3 Official Scoreboards in the Dragon Boat Race area. Dragon boat participants include members of corporations and community groups, neighborhoods and nonprofits throughout the metro area and Canada.

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**\$2,500 – Public Chalk Art Challenge-** Dozens of canvases unfold over the weekend as chalk artists create their masterpieces and compete for prizes.

**\$2,500 – High School Chalk Art Challenge –** Oakland County HS students compete in chalk art and for cash prizes and chances at scholarships

**\$2,500 - Kidz Zone-** An area designed for families focused in historic Children's Park and the area surrounding the Orion Art Center near the Paint Creek. Elements include interactive activities, vendor booths, arts and crafts, inflatables and a focus on the healthy child.

**\$2,500 - Sponsor Party –** The 2018 Dragon on the Lake Sponsor Party will be a ticketed event and happen in the festival area Friday night, 8/24 from 5-8p. This years event will feature Asian themed entertainment and performers, food, wine and beer samples, live art and live music in partnership with 20 Front Street

**\$2,500 - Experiential Arts Area -** Live art happening in front of the masses and in the downtown streets. This partnership will insure we can include live metal art and live glass blowing

**\$2,500 - Thursday Night Chamber Mixer -** Happening in the Dragon Pub area on Thursday night and featuring a 6 chamber mixer, 6 fire department chili competition, 20 front street ice cream social and dancing w a DJ from 105.1 the Bounce

**\$1,000 - Lighted Boat Parade -** Local boats light up the night and help to kick off the weekends festivities. Funds go to support the festival and to cover costs for best decorated boats

**\$1,000 - Movie in Greens Park-** The lighted boat parade will cruise by Greens Park and families will be invited to stay for a family friendly movie in the park! Estimated 9-11p movie time

**\$2,500 – Rotary 5k run –** Happening Saturday morning and finishing at the Tommystock Tiki Bar

**\$5,000 – Dragon Boat races presenting sponsor**

**\$2,500 – Tommystock Tiki Bar –** Featuring a large video screen, real tiki bars and tiki decorations, bingo, a bloody mary, mimosa and hurricane bar, beer and wine service

**\$5,000 – Tommystock Tiki Bar art area –** Featuring a live body marbling display, a psychedelic photo booth and a live art area featuring the works of poster artists and local legend Gary Grimshaw

