2025 Sponsorship Package

One of the largest dragon boat service providers...in the world.

@alkame_dragonboat

@AlkameSeries

facebook.com/Alkame

www.alkame.ca

ALKAME DRAGON BOAT SERVICES

PROFILE

Alkame Dragon Boat Services is the result of an insatiable love and passion for sport. Its purpose is to provide a mechanism for which individuals and groups can enhance their enjoyment of sport.

Alkame is derived from the word 'alchemy' which means:
"a form of chemistry and speculative philosophy practiced in the Middle Ages and the Renaissance and concerned principally with discovering methods for transmuting base metals into gold and with finding a universal solvent and an elixir of life."

Therefore the concept is to use coaching methods to turn base metal (athletic potential) into gold (representative of athletic excellence) through an elixir of life (sport).

SCOTT MURRAY

As the Founder, Owner & Operator of Alkame, Scott has been a core part of the dragon boat community for over 20 years. Currently the President of Dragon Boat Canada, Scott has more knowledge and access to dragon boat paddlers than anyone else in this country.

OUR MISSION

The main objectives of our organization are threefold:

- Introduce the sport of dragon boat to new participants through fun, energetic, enthusiastic programs and events
- Develop interpersonal skills, sharpen sport specific skills and maximize team dynamics
- Provide the resources, knowledge and consultation to grow the sport of dragon boat racing

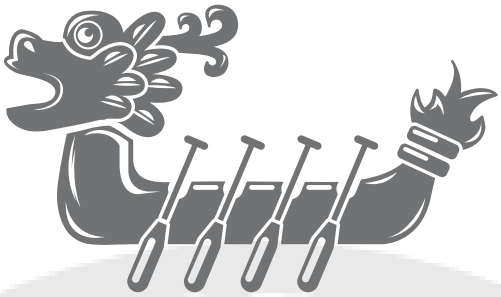
ALKAME FESTIVAL SERIES

Milton Dragon Boat Festival - May 24th
Pickering Dragon Boat Festival - May 31st/June 1st
Port Perry Dragon Boat Festival - June 14th
Hamilton Waterfest - July 5th/6th
Welland Hope Floats Challenge - August 9th
Christie Lake Dragon Boat Festival - Sept. 20th

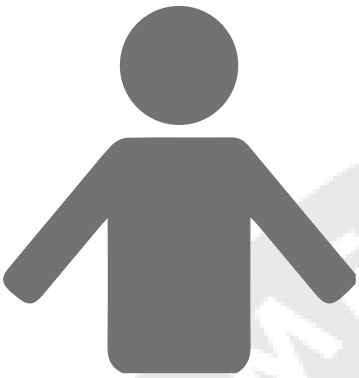
OTHER EVENTS WE SUPPORT:

Sydenham Challenge
Welland Dragon Boat Festival
Arnprior Dragon Boat Festival
Waterford Dragon Boat Festival
Peterborough's Dragon Boat Festival
Brampton Boat Race
Barrie Dragon Boat Festival

THE STATS



500+ PARTICIPATING TEAMS



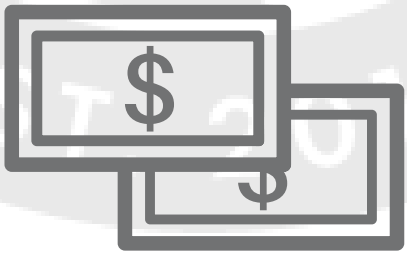
12,000+ ACTIVE PADDLERS

15+ CITIES ACROSS ONTARIO

HUNDREDS OF SPECTATORS

HEALTH CONSCIOUS

ACCESSIBLE TO ALL AGES, FROM 12 TO 70+



THOUSANDS RAISED FOR CHARITIES EACH YEAR

WHY YOU SHOULD GET INVOLVED

As one of the fastest growing sports in the world, we connect with thousands of people each summer. The paddlers we meet are usually between the ages of 30-59, are college and/or university educated, care about the environment and their overall health, and tend to have a higher level of disposable income.

If you are looking for someone to introduce your latest product to, or would like to be known in the dragon boat events industry, this is a great space to be in.

Flagship Sponsor

$15,000

- Flagship sponsor at each Alkame Festival Series Event, including Milton, Pickering, Port Perry, Hamilton, Hope Floats & Christie Lake
- Naming rights to a race or division at each event
- A 500 square foot vendor space at each event
- 6 custom boat decals
- Logo design featured on every award ribbon
- Event signage throughout the event space
- Full-page advertisement in each race schedule
- Logo and website link on event website as well as across all media platforms
- 6 dedicated social media posts
- Event day announcements
- Any promotional item, such as a flyer or business card, added to team swag bags
- Two team entries to any event you wish to attend

Gold Sponsor

$10,000

- Gold level sponsor at each Alkame Festival Series Event, including Milton, Pickering, Port Perry, Hamilton, Hope Floats & Christie Lake
- Naming rights to the water refill station at each event
- A 200 square foot vendor space at each event
- Two custom boat decals
- One team entry at any event of your choosing
- Event signage throughout the event
- Logo and website link on event website as well as across all media platforms
- 4 dedicated social media posts
- Event day announcements
- Any promotional items, such as a flyer or business card, added to team swag bags

Silver Sponsor

$5000

- Silver level sponsor at each Alkame Festival Series Event, including Milton, Pickering, Port Perry, Hamilton, Hope Floats & Christie Lake
- One custom boat decal
- A 100 square foot vendor space at each event
- One team entry to the event of your choosing
- Logo and website link on event website as well as across all media platforms
- 2 dedicated social media posts
- Event day announcements
- Any promotional items, such as a flyer or business card, added to team swag bags

Bronze Sponsor

$2000

- Bronze level sponsor at each Alkame Festival Series Event, including Milton, Pickering, Port Perry, Hamilton, Hope Floats & Christie Lake
- A 100 square foot vendor space at each event
- One team entry at the event of your choosing
- Logo and website link on event website as well as across all media platforms
- One dedicated social media post
- Event day announcements
- Any promotional items, such as a flyer or business card, added to team swag bags

Sponsor a Boat

$1000

- Two custom decals on the dragon boat of your choosing (20 to choose from)
- Boats will travel to 10+ cities per summer; your decal will travel with it for a maximum of 5 years!
- Logo and website link on event website as well as across all media platforms
- One dedicated social media post

Water Truck Sponsor

$1000

- Help us provide cold drinking water to all of the event participants!
- Logo and website link on event website as well as across all media platforms
- One dedicated social media post
- Logo and/or name will be added directly to the water truck

Sponsor a Race

$100

- Sponsor one race at one event of your choosing
- Logo added to race day schedule
- Your company is announced as the sponsor of that race

Other Opportunities

Alkame Dragon Boat Services is always interested in pairing with local businesses and members of the community to bring their sponsorship vision to light. If you have an idea or suggestion, please reach out to us!

Contact Information

By Email: katy.dunlop@alkame.ca

By Phone: 647-996-9170

Our Website: www.alkame.ca