

# 2023 Sponsorship Package



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



@alkame\_dragonboat



@AlkameSeries



facebook.com/Alkame

[www.alkame.ca](http://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



# OUR EVENTS

Milton Dragon Boat Festival - May 27th

Pickering Dragon Boat Festival - June 3rd & 4th

Port Perry Dragon Boat Festival - June 17th

Hamilton Waterfest - July 8th & 9th

Guelph Dragon Boat Festival - August 12th

Hope Floats Challenge - August 26th

Christie Lake Dragon Boat Festival - Sept. 23rd



## OTHER EVENTS WE SUPPORT:

Welland Dragon Boat Festival

Arnprior Dragon Boat Festival

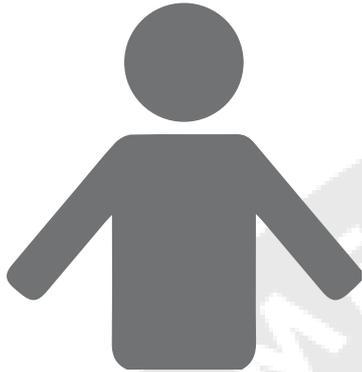
Waterford Dragon Boat Festival

Circle of Arts Dragon Boat Festival

Brampton Boat Race

Barrie Dragon Boat Festival

# THE STATS



**12,000+ ACTIVE  
PADDLERS**



**500+  
PARTICIPATING  
TEAMS**



**15+ CITIES  
ACROSS  
ONTARIO**



**HEALTH  
CONSCIOUS**



**HUNDREDS OF  
SPECTATORS**



**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

**\$25,000**

- Flagship sponsor at each Alkame Festival Series Event, including Milton, Pickering, Port Perry, Hamilton, Guelph, 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
- Two team entries into each event
- 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
- A complimentary Team Building Event at your desired time and location

# Gold Sponsor

**\$10,000**

- Gold level sponsor at each Alkame Festival Series Event, including Milton, Pickering, Port Perry, Hamilton, Guelph, 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 each event
- 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, Guelph, Hope Floats & Christie Lake
- One custom boat decal
- A 100 square foot vendor space at each event
- Two team entries 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

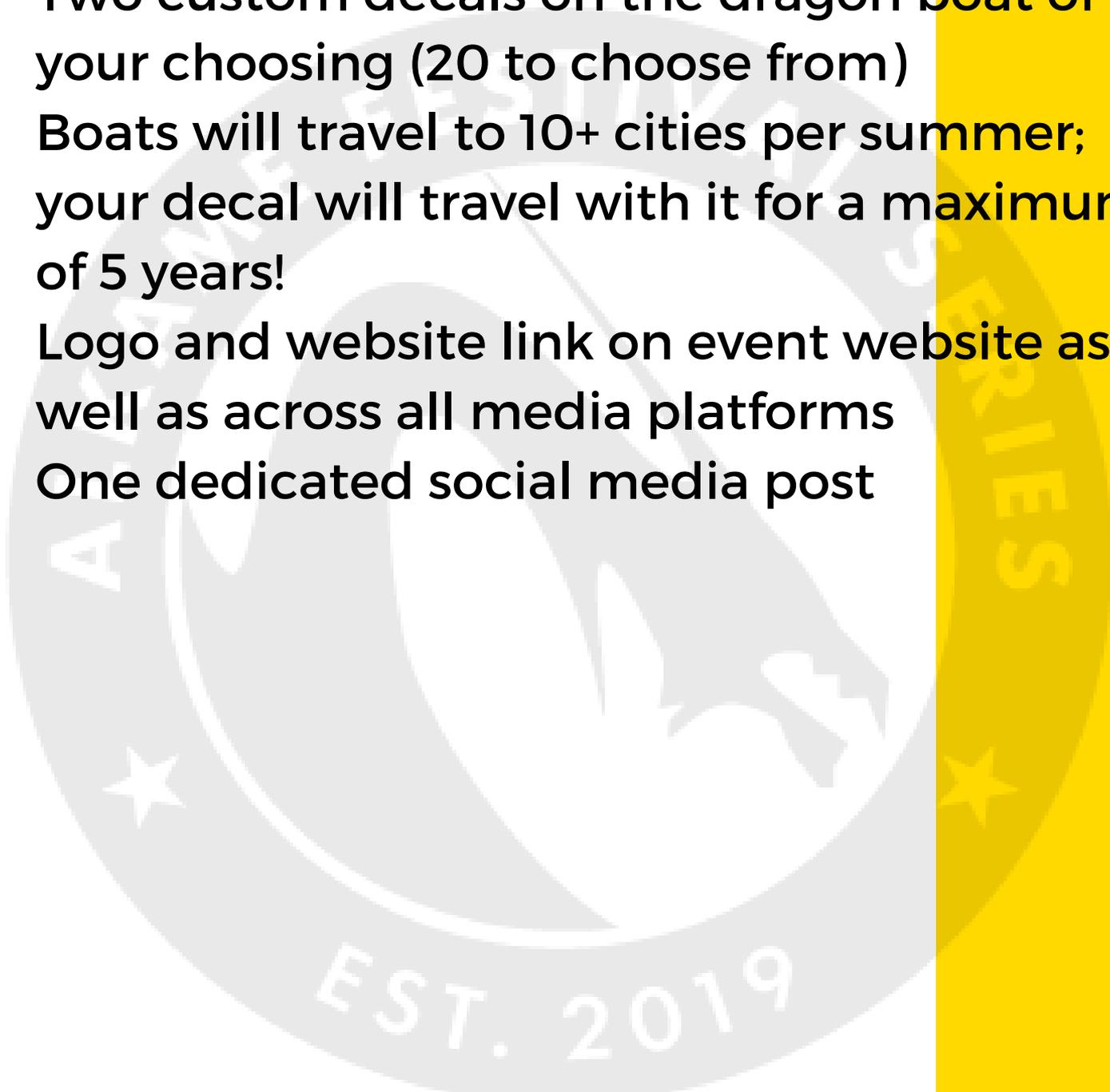
**\$2000**

- Bronze level sponsor at each Alkame Festival Series Event, including Milton, Pickering, Port Perry, Hamilton, Guelph, 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



# 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](mailto:katy.dunlop@alkame.ca)

By Phone: 647-996-9170

Our Website: [www.alkame.ca](http://www.alkame.ca)