



## **OUTER HARBOUR SENIOR WOMEN'S DRAGON BOAT CLUB THE ROAD TO NATIONAL AND WORLD CLUB CREW CHAMPIONSHIPS – WELLAND 2011 / HONG KONG 2012**

### **ABOUT DRAGON BOATING**

Dragon boat racing, the fastest growing water sport in the world, is a modern sport with an ancient history. This 2,500-year old Chinese sport involves 20 team members paddling in unison to a drummer's beat in a long, narrow boat decorated at the bow and stern with a dragon's head and tail. Today, over 50 million people worldwide participate in dragon boat regattas. Over 40 countries hold dragon boat championships every year. Since dragon boating was introduced to Canada at the 1986 World Exposition in BC, over 70,000 Canadians enjoy dragon boat racing each year. Dragon boating has become so popular that it even earned one of the last legs in the Olympic Torch relay to the Vancouver Winter Olympics in February 2010.

Coined as the "ultimate team sport", dragon boat racing is recognized for the camaraderie, strength and endurance fostered among the participants. The sport attracts adult competitors of all ages, of all athletic abilities (from recreational and corporate teams to national teams), and often of high-levels of education and employment profiles. Dragon boat races feature an exhilarating combination of premier sport competition in concert with an entertainment showcase for corporations, community organizations and families. They provide great opportunities for sponsors to reach a diverse group of consumers and business networks through an innovative medium.

### **ABOUT OUTER HARBOUR SENIOR WOMEN'S DRAGON BOAT TEAM**

- Is a highly competitive team of 28 women all 40 and over in age
- Competes regionally, nationally and internationally
- Is coached by a national and world champion paddler
- Won three bronze medals at the 2010 Club Crew World Championships in Macau, China
- Won silver overall and a first place finish in the 2000m at the National Championships in Montreal, 2009
- Won gold in the 2000m and bronze medals in 500m and 200m races at the 2008 Club Crew World Championships in Penang, Malaysia
- Won two silver and one bronze at the 2006 Club Crew World Championships in Toronto
- Includes world champions who have won gold as members of the Canadian Senior Women's Dragon Boat teams competing at the World Dragon Boat Championships in 2007 in Sydney, Australia and in 2009 in Prague, Czechoslovakia.
- Is training to win gold at the Canadian Dragon Boat National Club Crew Championships July 2011 and at the Club Crew World Championships in Hong Kong in summer, 2012.

### **ABOUT OUTER HARBOUR SENIOR WOMEN**

- Are dynamic, competitive, and dedicated women who love the sport's synergy and synchronicity
- Commit to year-long training that includes:
  - 4 hours per week paddling in Outer Harbour, Lake Ontario from Easter to Labour Day
  - 2 hours per week indoors at the Mississauga Canoe Club's paddling pool in the off-season
  - 3 times per week of weight training
  - 3 to 4 times per week of running and cardio training
  - 50 hours of training camps
- Commit financially to membership, training, and coaching fees of approximately \$1,200 a year, with an anticipated additional amount of \$4,500 needed per athlete for international travel and participation at the World Championships
- The team is a not-for-profit club that is supported by member fees and training camp fees that cover the \$40,000 expenses for coaching, paddle pool rental, boat rentals, training camps, team registration and regatta registrations.



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**RACING SCHEDULE**

2011	2012	Dragon Boat Regattas
May 29	May 30	<b>Women's Dragon Boat Regatta</b> – Hosted by Outer Harbour Senior Women's Club One of the first regattas of the season, and the only all-women's event in the GTA, our team founded this event to promote and encourage women paddlers and to raise funds for the team's training and racing. More than 200 women paddlers compete in 200m, 400m, and 2000m races.
June 4	June 5	<b>Pickering Dragon Boat Challenge</b> This festival is one of the qualifying regattas that kicks off the racing season in GTA with Saturday races involving more than 2,400 athletes competing in nearly 50 races.
June 12	June 13	<b>Mississauga Dragon Boat Festival</b> This two day paddling festival is the Mississauga Canoe Club's (MCC) annual training races and dragon boat regatta involving over 1,100 athletes competing in approximately 30 races. The MCC has the proud history of training many of Canada's World and Olympic Champion paddlers. The Outer Harbour Senior Women are proud to train at the club and support this active community training centre.
June 25 – 26	June 26-27	<b>23<sup>rd</sup> Toronto International Dragon Boat Festival</b> Organized by the Toronto Chinese Business Association and the Toronto International Dragon Boat Race Festival, the Festival draws 180 to 200 teams with 5,000 athletes. Paddlers of different backgrounds from all over the world will take part in the ancient Chinese tradition and friendly competition. The festival marries culture, water sport and exotic food with multi-cultural performances. In 2010, attendance at the Toronto International Dragon Boat Race Festival reached the 120,000 mark to make it one of the most popular summer festivals in Toronto.
July 1 - 3		<b>2011 Canadian Dragon Boat National Club Crew Championships – Welland, ON</b> This is the most competitive event in the Canadian Dragon Boat racing calendar, with over 5,000 athletes vying for standing nationally, in 200m, 500m and 2000m races. Outer Harbour Senior Women will be vying for a berth at the World Club Crew Championships taking place in 2012 in Hong Kong.
	July 2012	<b>8<sup>th</sup> Annual World Club Crew Championships – Hong Kong, China</b> Organized by the International Dragon Boating Federation, this 8 <sup>th</sup> bi-annual club crew championship draws over 5,000 athletes from more than 20 countries competing in four days of races in July 2011, drawing over 50,000 spectators.
August 14	TBC	<b>Oakville Rotary Dragon Boat Festival</b> This annual regatta at Kelso Conservation Area is a fun mid-season regatta featuring over 100 teams from across the GTA competing at sport and recreational levels. Outer Harbour Senior Women will be competing in both the mixed and women's sport divisions.
Sept 10 -- 11	Sept 11 - 12	<b>17<sup>th</sup> Annual Great White North Dragon Boat Regatta</b> As the end of season regatta, this festival is the penultimate racing weekend drawing over 5,000 athletes competing in over 100 races and 20,000 spectators.

**TEAM TRAINING CAMPS**

May 13 – 15	May (TBC)	<b>Weekend Training Camps</b> – weekend of intensive paddling clinics, testing and training
June 17 – 19	June (TBC)	
	July (TBC)	<b>Weeklong Training Camp</b> – 5 days of intensive paddling clinics with testing and training



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**SPONSORSHIP OPPORTUNITIES**

The team is looking for corporate partners and contributors, in order to raise funds to support the teams' training and coaching requirements as we prepare for National Championships in Welland in July 2011 and World Championships in Hong Kong in July 2012.

**Contributions could include:**

- Sponsoring any amount as a general contribution to be put toward priority expenses
- Sponsoring a day of training camp
- Contributing to fees for winter training in the paddle pool
- Contributing to boat rental fees for paddling practices on the water at Outer Harbour
- Donating team knapsacks or travel bags or luggage tags or plastic water bottles
- Contributing to the purchase of uniforms, practice shirts, team signage or a team tent
- Donating sports bars, sports drinks, bottled water, etc.
- Participating as a donor or vendor at our Women's Regatta
- Donating the venue, sound equipment, silent auction items, or raffle prizes related for a fundraising event

**What's in it for you?**

Depending on the timing of the contributions, benefits could include:

- Logo placement on signage, team tent, knapsacks, water bottles, etc. to be used during training season and in Hong Kong
- Exposure to more than 15,000 athletes and 40,000 spectators in Ontario
- Visibility and acknowledgement to the large and dynamic audience due to attend the Club Crew World Championships in Hong Kong – 5,000 athletes from 20 countries and 50,000 spectators
- Corporate sponsor name/logo on publications and collateral related to fundraising activities, training camps and racing events including website, signs, program brochures, member communications, industry promotion, and more.



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BENEFITS	Friends of the Team			Team Sponsors			
	Rockets \$75 - \$274	Engines \$275 - \$499	Strokes \$500 - \$999	Bronze Paddle \$1,000 - \$1,999	Silver Paddle \$2,000 - \$2,999	Gold Paddle \$3,000 - \$3,999	Captain's Circle > \$4,000
Help make it possible for a competitive women's sports team to compete internationally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raise your community profile within the dragon boat community, among athletes, and to women	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be recognized for your support of senior women in sport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recognition on website and at fundraising event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Donor recognition (company name) on team banner and/or team tent **		<input type="checkbox"/>	<input type="checkbox"/>				
Donor recognition (company logo) on team banner and/or team tent**				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunity to participate as vendor or display or sample at our women's regatta***			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photo of medal winning team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunity to pose for photo with medal winning team				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunity for a paddling lesson (for one) with our coach				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunity to discuss a unique promotional opportunity aligned with your organizational goals				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\*\* For donor recognition on team banner and/or team tent, contribution must be received before the end of April. Recognition can take place at the team's fundraising blues night and on all 2011 regattas and events starting with the May 29<sup>th</sup> Women's Regatta hosted by our team.

\*\*\* Confirmation must be received before end of April.