



**BFFs DRAGON BOAT TEAM
SPONSORSHIP PACKAGE**



About Dragon Boating

Dragon Boat Racing has ancient Chinese origins and its history has been traced back to more than 2000 years. The first participants were superstitious Chinese villagers who celebrated the 5th day of the 5th lunar month of the Chinese calendar. Racing was held to avert misfortune and encourage the rains needed for prosperity and the object of their worship was the dragon. The dragon of Asia has traditionally been a symbol of water. It is said to rule the rivers and seas and dominate the clouds and rains. Deeply rooted in rich Chinese culture, the dragon symbolizes strength, prosperity, and blessings.

Dragon Boating and Breast Cancer

Dragon boating became associated with breast cancer survivors in 1996 because of Dr. Don McKenzie who is a sports medicine physician at the University of British Columbia. He recruited 24 breast cancer patients to participate in this sport which proved that upper body exercise was beneficial and reduced lymphedema contrary to common belief. In addition, the team provide emotional support, camaraderie and an information system for this deadly disease that now affects 1 in 8 women over their lifetimes.

Who We Are

Broward Fierce Fighters, Inc is an organization founded in October 2016. Broward Fierce Fighters is a 501(c)(3) non-profit organization focus on breast health awareness and well-being of breast cancer survivors. Membership is open to breast cancer survivors, their families, friends, and supporters. Our dragon boat team, BFFs, has over 20 BCS members in our competitive team. Paddlers report increased fitness levels by being physically active and a sense of wellbeing and empowerment, which are important elements to minimize recurrence. We provide a strong support group, comradery, friendship, sisterhood, while having fun in the process.

Sponsorship Opportunities

We are interested in partnerships with sponsors who are able to provide financial support for the equipment (dragon boat, paddles, vest, etc.), community outreach (mammography's, lymphedema therapy, education, awareness, emotional support, etc.), infrastructure (storage, trailer, bigfoot, insurance, etc.) travel to competitions (registration fee, hotels, etc.), and other costs this sport requires. Sponsors who share our values of teamwork, support and good health. Sponsors who might like to introduce this peaceful yet competitive sport, along with its fitness and teambuilding strengths, to their employees.



We have established five levels of annual sponsorship:

Dragon's Head \$15,000 +

Dragon's Tail \$10,000 – \$15,000

Paddle \$5,000-\$10,000

Drum \$1,000 - \$5000

Friends of BFFs Up to \$1,000

Dragon's Head Emerald Sponsor

The Dragon's Head Sponsor is our highest level with a value of \$15,000 or more annually. The recognition program includes:

- Company branding for 3 years on:
 - Team boat (with sponsorship)
 - Team uniform
 - Team traveling banner
 - Team website with link to sponsor site
- Exclusive hands-on paddling event with team
- One-time mailing opportunity utilizing proprietary team database
- Inclusion in all press releases
- Inclusion in all team outreach and event materials
- Exposure and acknowledgement in all broadcast, print, social media, and public relations opportunities
- Team appearances including:
 - Company employee events
 - Company educational events
 - Check presentation
- Sponsorship plaque with team photo
- Invitations to team events

Dragon's Tail Ruby Sponsor

The commitment for a Dragon's Tail Sponsor is \$10,000 to \$15,000 annually. The recognition program includes:

- Company branding for 2 years on:
 - Team uniform
 - Team traveling banner
 - Team website with link to sponsor site
- Exclusive hands-on paddling event with team
- One-time mailing opportunity utilizing proprietary team database
- Inclusion in all press releases



- Inclusion in all team outreach and event materials
- Exposure and acknowledgement in all broadcast, print, social media, and public relations opportunities
- Team appearances including:
 - Company employee events
 - Company educational events
 - Check presentation
- Sponsorship plaque with team photo
- Invitations to team events

Paddle Onyx Sponsor

The level of commitment for a Paddle Sponsor is \$5,000 to \$10,000 annually. The recognition program includes:

- Company branding for 1 year
 - Team traveling banner
 - Team website with link to sponsor site
- Inclusion in all press release
- Inclusion in all outreach and event materials
- Sponsorship plaque with team photo
- Invitation to team events

Drum Sapphire Sponsor

The level of commitment for a Drum Sponsor is \$1,000 to \$5,000 annually. The recognition program includes:

- Company branding for one year on team website with link to sponsor site
- Inclusion in all press release
- Inclusion in all outreach and event materials
- Invitation to team events

Friends of BFFs

This level of sponsorship is designed to recognize companies, associations and individuals who support the Broward Fierce Fighters by contributing goods, services and funding up to \$1,000 yearly. If contribution is toward a specific fundraising event, recognition will include a mention in the event's program. We are grateful for all contributions and value all contributors.



Sponsorship Form

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Mary Carrillo, President/Founder, at browardfiercefighters@gmail.com or call 786-457-4578. Please contact us with any questions.

CONTACT INFORMATION:

Company Name

Contact Person

Contact E-mail Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP PACKAGES:

Dragon's Head Emerald Sponsor

_____ \$15,000+

Dragon's Tail Ruby Sponsor

_____ \$10,000 - \$15,000

Paddle Onyx Sponsor

_____ \$5,000 - \$10,000

Drum Sapphire Sponsor

_____ \$1,000 - \$5,000

Friends of BFFs

_____ up to \$1,000

Sponsorship start date ___/___/_____ end date ___/___/_____

PAYMENT INFORMATION:

_____ Please send me an invoice

_____ I have enclosed a check made payable
to the Broward Fierce Fighters

_____ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date

Security Code

\$ _____
Total Sponsorship Cost Signature Date