



Waggin' for Dragons Sponsorship Package



Front Royal's Annual Dragon Boat Race to benefit the Humane Society of Warren County.

Saturday, August 8th on the Shenandoah River at the Front Royal Golf Course Boat Landing.

The event features friendly competition between community and corporate teams.

Free to all spectators.



Waggin' for Dragons will attract hundreds of athletes and spectators to the Shenandoah River, just north of Front Royal, Virginia.

Sponsorship Opportunities

- ❗ **High profile recognition and on-site exposure**
- ❗ **Unique team building opportunity and employee involvement**
- ❗ **Support a great cause**

BEST IN SHOW (\$5,000)

BEST IN SHOW sponsors will get 'title' sponsorship of the Waggin' for Dragons boat race.

Pre-Event Publicity

- ❗ Mention in all press releases and public service announcements within a 100 mile radius.
- ❗ Tag in all radio spots and interviews.
- ❗ Logo on all media print and on-line ads and promotional flyers.
- ❗ Logo on event website, www.wagginfordragons.com.
- ❗ Logo on event Facebook page, www.facebook.com/wagginfordragons.
- ❗ Mention in all newspaper articles.
- ❗ Logo on 'save the date' flyer to be displayed at the animal shelter.

Event Day Advertisement

- ❗ One boat in the race to accommodate 20 rowers and 1 drummer.
- ❗ Company logo on event banner(s).
- ❗ Corporate 20x20 exhibit space.
- ❗ Right to promote company at event (showcase product, handout promotional items).
- ❗ Company name on PA.
- ❗ VIP parking passes.
- ❗ Passes to the VIP tent featuring food and beverages.

Continuing Endorsement

- ❗ 1 year corporate membership in the Humane Society of Warren County.
- ❗ Right to exhibit company materials in the foyer of the animal shelter.
- ❗ Logo on the Humane Society of Warren County website for calendar year.
- ❗ Company name on "Best in Show" wall plaque at the animal shelter.
- ❗ Company name/logo in all Shelter Tales HSWC newsletters for calendar year.

For more information on Waggin' for Dragons sponsorship contact:

Humane Society of Warren County, Executive Director 540-635-4734 ext. 226