
Asian American & Pacific Islander (AAPI) Heritage & Dragon Boat Festival

Event and Sponsorship Details

Festival Goal

- To promote understanding, representation, and inclusion of the AAPI community in Dallas
- To celebrate the AAPI culture and historical contributions to the Dallas Community
- To host a family-friendly event for the community that is accessible for everyone

What is Dragon Boat Racing?

Dragon boating carries on a tradition that began in China over 2000 years ago and has evolved into the ultimate team sport as 20 people paddle in sync down the race course, working together as a team. The dragon boat sport gained popularity in many communities because it is accessible to paddlers regardless of age or fitness level. With its ornate boats and spectacular racing, a dragon boat festival often draws participation and spectators alike. There are over 200 festivals in communities across the US.



 Dragon Boat Festival celebrates AAPI culture in Denver

<https://youtu.be/cwMpZIEG-Ws>

Benefits to your Organization



This event presents an opportunity for your organization to engage in a memorable team-building experience outside the office environment. Beyond the exhilarating dragon boat races, this festival embodies fun and camaraderie, fostering a sense of unity and collaboration among employees. Moreover, our festival celebrates the vibrant Asian American and Pacific Islander (AAPI) culture in Dallas, providing a unique platform for your company to demonstrate its commitment to diversity and community engagement. Participating in this event can align with your corporate values of teamwork, wellness, and community involvement. It's not just an event; it's an occasion to promote wellness and showcase your support for cultural diversity, ultimately enhancing your brand's visibility and contributing to a more inclusive community.

The Breast Cancer Survivor Connection



If you have been around White Rock Lake on a Saturday morning, you may have seen a group of women, paddling in unison on a 40 foot long boat to the rhythmic beat of a drummer who is perched on the bow. Meet Dallas United PINK — DFW's first Breast Cancer Survivors' Dragon Boat Team. United through a shared diagnosis, DUC Pink encourages and empowers survivors to engage in a lifetime of fun, exercise, and camaraderie on the water. If you are a breast cancer survivor seeking an exceptional opportunity to join a community of women who understand the journey, value the benefits of exercise, bond over brunch, and love to compete — Dallas United PINK is for YOU!

In 1995, Dr. Don McKenzie, from Canada, challenged the myth, "Women treated for breast cancer should limit upper body activities." Instead, his research demonstrated that upper body activity, such as paddling, was effective in reducing postoperative complications, such as lymphedema. So, Dr McKenzie formed the first dragon boat team of breast cancer survivors.

The movement grew! Now there are over three hundred teams registered with the International Breast Cancer Paddling Commission. These teams come together at dragon boat festivals throughout the world (PINK raced in Milan, Italy!) to compete and find fellowship.

Logistics

Sunday, May 19, 2024 10am-4pm

White Rock Lake Bath House, Dallas, TX

Check our website often for updates: <https://www.dallasunitedcrew.org/dragon-boating>

Race Format and Rules



The race will be structured into a Corporate Division and Community Division. Each division will have two qualifying rounds, and a final heat. Paddlers must be 18 or older. Maximum of 16 paddlers and 1 drummer. All races at this festival will use the open class format where there are no gender requirements. The race course is 200m long, perfect for an all-out sprint!

Event Registration and Sponsorships

Deadline for sponsorship is March 31, 2024.

\$15,000 Year of the Dragon Gold Race Sponsorship:

- One corporate team registration and practice (\$2,000 value, see detail below)
- Presenting Sponsorship for the Dragon Boat Festival
- Company logo displayed on dragon boat festival digital promotional properties (website, social media)
- Company logo on dragon boat festival t-shirt for all athletes and volunteers
- Award presentation
- VIP, front row tent location in the Athletes Village with view to the race course



\$5,000 Silver Race Sponsorship: (3 available)

- One corporate team registration and practice (\$2,000 value, see detail below)
- Company logo displayed on dragon boat festival digital promotional properties (website, social media)
- Company logo on dragon boat festival t-shirt for all athletes and volunteers
- VIP, front row tent location in the Athletes Village with view to the race course

\$2000 Corporate Team Registration

- T-shirt for each paddler and drummer
- 1 pre-race day practice (reserved in advance)



- Experienced coach and steersperson at practice
- Use of race day equipment (life jackets and paddles)
- Race day steersperson
- Designated area at the athletes' village (bring your own 10x10 tent)

Deadline for team registration is May 1, 2024 and it is first come first serve.

Why Dragon Boating for your team?

We are proud to co-host this inaugural festival with the City of Dallas Arts and Culture to showcase the best of AAPI culture in our beloved city. This event will be a well-attended event full of fun activities for family and friends in an easily accessible White Rock Lake location.

As any company looking to expand their talent base in Dallas, this will be a great event to showcase your company culture and brand in a positive and prominent way.

Looking for your company's next AAPI event? Look no further. Dragon boating is an easy sport for anyone to learn and enjoy in a hands-on way. Talk about a memorable cultural experience!

In addition to being a great cultural event, your team members will surely appreciate the opportunity to work together outside of the work environment. Have some fun, enjoy a laugh together, most of all learn why teamwork makes the dream work.



FAQs

Check out our website for frequent updates: <https://www.dallasunitedcrew.org/dragon-boating>

Contact Info

For general inquiries, registration and sponsorship questions, please reach us at delite.dragonboat@gmail.com

