

## Why dragon boating?



A dragon boat race is a stunning spectacle, with as many as eight boats sprinting side-by-side down a 500 meter course in just two minutes. Each 40-foot boat is filled with 22 athletes, one beating cadence on a drum, one steering and shouting orders (“power NOW!”), and 20 crew members paddling with every ounce of their strength. Spectators throng the shore — cheering their local favorites, rooting for the underdogs, and basking in the spectacle. Ancient Chinese legends and traditions are behind the arresting dragon motif decorating the boats.

The sport has already taken off in other cities comparable to Pittsburgh. Philadelphia boasts dozens of local teams and an annual festival that quickly fills its quota of 128 teams and 2,816 paddlers. Toronto Ontario has even more teams, and a June festival that draws over 100,000 spectators. Pittsburgh has tested the waters of dragon boating, and is now poised to duplicate the successes of its neighbors.

## Who we are

The Steel City Dragons first hit the water in 2002, and have been growing and improving ever since. In 2003, we put together a racing crew that has risen to the top ranks of US and Canadian competition. In 2005 we settled into a new home hosted by Fox Chapel Marine at the Fox Chapel Yacht Club in O'Hara Township. This accommodating facility has enabled us to offer more new programs to more new people. Our youth crew is bringing a new generation of paddlers into the sport and a breast cancer survivor crew is joining the national movement in showing that survivors have strength to be reckoned with. Our recreational crew paddles together for fun, friendship, and exercise.

The Steel City Dragons are proud to call the river city of Pittsburgh their home. In January 2005, the Pittsburgh City Council recognized us with a resolution of support naming January 11 as “Steel City Dragons Day”. Wherever we go, we take the spirit of Pittsburgh with us.

### Steel City Dragons in the News

- *Master paddlers head from Pittsburgh waters to Berlin competition* (Pittsburgh Post-Gazette, 7/25/2005)
- *Dragon boating has all ages pulling together* (Pittsburgh Post-Gazette, 6/16/2005)
- *Dragon boats breathe fire into festival* (Pittsburgh Post-Gazette, 9/5/2003)
- *Autumn festival celebrates sisterly tie with Wuhan, China* (Pittsburgh Post-Gazette, 9/18/2002)
- *Dragon boats float their fancy* (Pittsburgh Post-Gazette, 6/4/2002)

### Corporate information:

Steel City Dragon-Boat Association, Inc.  
107 Meadow Heights Drive  
Pittsburgh, PA 15215

Lynne Franks-Meinert  
Chairman  
412-377-3063



## Dragon boating

- *A fast-growing sport*
- *A high-performance team*

Exposure to diverse health-conscious, middle-to-upper income adult and youth (11-17) team members, their families and fans in the Pittsburgh area and other northeastern cities.

### Sponsorship options:

- Dragon boat
- Dragon boat trailer
- Single race event
- Team jersey
- Website
- Tax-deductible contributions

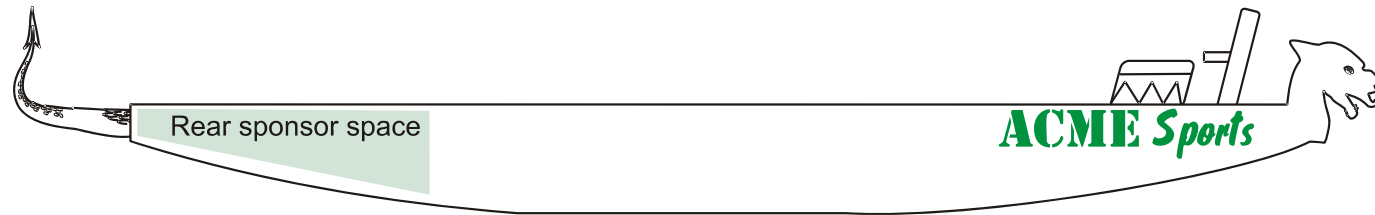
## Dragon boat sponsorship

**Cost:** \$1,000—\$15,000

**Exposure:** Races at Three Rivers Regatta (attendance 200,000-400,000), and Pittsburgh Dragon Boat Festival (attendance 2,000-5,000). Convention Center Boat Show, membership drives at local malls, etc.

**You get:**

- \$15,000—Exclusive name/logo on both ends, both sides of for the life of the boat (5-10 years)
- \$5,000—Exclusive name/logo on both ends, both sides for one year
- \$1,000 — Exclusive name/logo on one end, one side, for one year



## Trailer sponsorship

**Cost:** \$5000

**Exposure:** Races at Three Rivers Regatta (attendance 200,000-400,000), and Pittsburgh Dragon Boat Festival (attendance 2,000-5,000). Convention Center Boat Show, membership drives at local malls, etc. Trailer parked at popular Fox Chapel Yacht Club (team's home base).

**You get:**

- Exclusive sponsorship of trailer used to transport boat
- Your name/logo displayed on 2' x 4' placards on either side of trailer



## Race sponsorship

**Cost:** \$1,500

**Exposure:** Three Rivers Regatta (200,000-400,000), Pittsburgh Dragon Boat Festival (2,000-5,000), Washington DC, Toronto and other cities (2,000-100,000).

**You get:**

- Choice of local (Pittsburgh) or out-of-town (Washington DC and other cities)
- Exclusive team jerseys with your logo, name, colors, etc. worn by 22+ team members around all race locations during the entire festival
- Prominent mention in team profile for festival program and other promotional materials

## Website ([www.SteelCityDragons.org](http://www.SteelCityDragons.org))

**Cost:** Any sponsorship at \$500 level or above

**Exposure:** Over 90,000 average hits/month and growing

**You get:**

- Logo in 300x300 pixel space
- Full organization name
- Byline or corporate slogan
- Link to your website

[www.steelcitydragons.org](http://www.steelcitydragons.org)



# Sponsors

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