



sponsorship information package

intro to dragon boat



Widely acknowledged as the world's oldest water sport, the exciting sport of dragon boat racing is filled with both rich heritage and drama. Since its inception as a tribute to a famous warrior poet Qu Yuan in China in 4th century BC, the sport has become wildly popular around the world. Today, an estimated 60 million paddlers around the world compete in this exhilarating age-old sport.

The races are a sight to behold, with 20 paddlers in each elaborately decorated boat vigorously willing the boat forward with synchronized paddling and precision execution of race strategy. Each colourfully painted boat is capped with a dragon head for the race, its regal dignity emboldening paddlers in face of the torrential 500m to 2000m distance battles to come.

Adrenaline flows freely as the race begins, the fierce sound of the rhythmic drum roll mimicking each pounding heart in the boat. With power and fury, the boats surge forward, viciously propelled by each paddle crashing down in unison into the water below. Many a war cry has been heard in these battles on the water, as the primal thirst for competition urges paddlers onwards.

excitement...

about the MOFOs



The MOFOs are a group of high performance athletes with a passion for the sport of dragon boat racing and a knack for having fun. We are motivated by our drive to win, we know what it takes to be competitive and our results demonstrate how determination and hard work have paid off.

As a team we compete both locally and abroad, and have proudly represented Toronto in international class regattas such as Montreal, New York and Halifax.



power...

training & competition

Along with fierce racing on the water, the MOFOs train year-round to add a competitive edge to our game. Additionally, we challenge ourselves constantly with various competitions in the Toronto area, with highly ranked results. Some recent competitions include:



- Nike 10K
- CN Tower Climb
- Sporting Life 10K
- Mayfair ERG Regatta
- Scotiabank Harbourfront Marathon
- Toronto Urban Adventure Race
- Bell CityChase, Toronto
- Canada's Mud Run 10K
- Mayfair Indoor Rowing Championship
- Around the Bay 30K Road Race
- Salomon Adventure Challenge
- Canadian National Judo competition
- Tae Kwon Do competitions
- Paris to Ancaster Cycling 60K

strength...

key achievements

The MOFOs have enjoyed successively higher placements with each regatta we race in, and are proud to be unofficially ranked in the Top 10 teams of Eastern Canada (approximately 300+ teams).



In the race of the swift, the MOFOs use heart, determination and precision race execution to secure ourselves in the top 5% placements regularly. The past season was an exciting year for the MOFOs, as we celebrated many successes, including:



- A Division, 3rd Place, Niagara Region DB Festival
- A Division, 2nd Place, Halifax International DB Festival
- A Division, 2nd Place, Woodstock Dragon Boat Regatta
- A Division, Great White North Dragon Boat Festival
- A Division, Stratford Dragon Boat Regatta

With shared goals and relationships that extend beyond racing and training, we foster a cohesiveness that allows us to race effectively and successfully.

When we stand at the podium we would like to share our success with you.

success...

MOFOs in the community

The MOFOs have garnered respect in the dragon boat community for our hard work and volunteerism. Throughout the year, we pride ourselves on our commitment to contributing back to the community by regularly participating in various charitable fundraising, volunteer and cultural events.



Organizations we've proudly supported in the past include:

- SickKids Foundation
- UNICEF Canada
- Canadian Red Cross Society
- Habitat for Humanity
- Daily Bread Food Bank
- World Wildlife Foundation
- Yonge Street Mission
- Heart and Stroke Foundation
- Lung Association
- United Way Canada
- Locks of Love
- Second Harvest
- Youth Spirit Challenge
- Operation Christmas Child
- Future Possibilities



passion...

benefits of sponsorship



We are pleased to offer you the following benefits of sponsoring our team:

- **Increased company visibility.** A cost-effective approach to additional market exposure in many valuable demographics;
- **Promote a winning image.** Associate your organization with a highly competitive team with a track record of success and proven results;
- **Target preferred customers.** Promoting your company to a vast and diverse population;
- **Exploit Merchandising and Sales Opportunities.** With the help of a well planned, turn key sales program; before, during and after each event, the sponsor can actually recover some of the costs of the promotion by selling products.
- **Create a Positive Image within the Community.** Be recognized as a valuable contributor to the athletic community and the charitable causes we support.

Sponsors provide invaluable support to dragon boat racing teams that go far beyond financial and product assistance. It is through their help that we athletes have an opportunity to compete, and that sports such as dragon boat racing on the national and international level are made possible.

Sponsors will receive consistent updates of the team's progress throughout the season.

potential...

sponsorship packages



Platinum Sponsor

- Professional representation by the MOFOS at every regatta in 2007
- Team members attending sponsorship events throughout the year
- Registration into events with Sponsor name, for maximum exposure
- Extensive exposure in Southern Ontario, including listing on Team Website
- Main uniform logo (front and back of jersey, and/or team lifejackets)
- Display and promotion of products and/or services at races

Gold Sponsor

- Professional representation by the MOFOS at one major dragon boat regatta (100-200 teams)
- Registration into events with Sponsor name, for maximum exposure
- Extensive exposure in Southern Ontario, including listing on Team Website
- Display and promotion of products and /or services at races

Silver Sponsor

- Professional representation by the MOFOS at one local dragon boat regatta (50-100 teams)
- Extensive exposure in Southern Ontario, including listing on Team Website
- Display and promotion of products and /or services at races

Bronze Sponsors - Products

- Professional representation by the MOFOS, with display and promotion of products at races

We welcome the opportunity to discuss other promotional opportunities if the packages above do not meet your needs.

let's chat



On behalf of the MOFOS,
we'd like to invite you to join us for
The 2007 season and beyond. We
would be pleased to discuss the
sponsorship opportunity with you in
further detail, so please feel free to
contact us via email at
mofo@risto.net.

For further information about the
team, please visit us at
<http://mofo.risto.net>

We look forward to sharing our successes with you ...