



*Signature Healthcare
Foundation's*

17th Annual Gateway Dragon Boat Festival

*Rowing and Roaring for
Healthy Families!*

**Sat. August 19, 2023
Creve Coeur Lake | Races Start at 8:30 am**

Goals of the Festival:

- **Raise money for Operation Family Help**, a critical program for families facing health crises
- **Promote a healthy and active lifestyle** through a unique event where participants have fun while being active
- **Promote teamwork and teambuilding** by teaching groups to work together for a common goal

Dragon Boating

Join us for the 17th annual Dragon Boat Festival in St. Louis on **Saturday, August 19, 2023!** There's no event in St. Louis quite like this one – hop aboard a dragon boat (a traditional Chinese canoe-style boat) as part of a team of 20 paddlers for a race you'll never forget!

This exciting and hands-on event offers great team building, fun and a chance to make a difference for local families in need! More than 1,000 paddlers and thousands of spectators are expected for the 2023 Festival.

Each team of twenty paddlers will race three times through a 300 meter course on Creve Couer Lake, cheered on by thousands of fans. In between race rounds, they will celebrate at a fun, family-friendly festival with food, music, arts and crafts, games and more!

Some of the benefits to race participants and spectators include:

- **Unique wellness initiative** – a great opportunity for exercise and an active day
- **Wonderful teambuilding opportunity** – teams spend the day together competing and relaxing under a tent, with lots of time for interaction
- **Positive energy** – past participants emphasize the cooperative and joyous feel that lasts all day
- **One of a kind competition** – teams that win are ones that work together best
- **Bonding with friends and co-workers** – great interaction amongst team members and their supporters throughout the day
- **Fun with family and friends** – Festival activities include music, KidsZone, live entertainment, all with Free Admission
- **Community support** – help area families with medical costs



Sponsorship:

The Dragon Boat Festival provides a way to showcase the St. Louis metropolitan area as a unique, diverse, vibrant, creative and energetic place to live and work. By sponsoring this event, you will not only be supporting the St. Louis metropolitan area, but you will also:

- **Receive an excellent marketing and networking opportunity** through publicity before, during and after the event
- **Support employee team building**
- **Participate in a visually impressive and photogenic event**, perfect for display on a community involvement website
- **Strengthen your corporate image** through support of a unique wellness activity, Operation Family Help and Signature Healthcare Foundation

"It's a great time to get together with co-workers. You get a chance to talk to people and their families that you wouldn't normally have a chance to talk to."

Rob Cox
Centene Team Captain

"This is a fantastic team building exercise and networking opportunity for St. Louis companies of all sizes!"

Mike Swenson
Sensient Technologies

"This is an exceptional value added community event. It's an opportunity for companies to do teambuilding and have a fun day with friends!"

John Doerr
Tarlton



Help Others While Having Fun

Signature Foundation is a 501(c) 3 non-profit dedicated to improving the quality, efficiency, and affordability of healthcare. We envision a world where patients are actively engaging in their health and healthcare, partnering with physicians who have the power and ability to direct it. The Foundation provides financial support for families facing healthcare crisis; supports transparency in healthcare costs and quality; facilitates partnerships and educational efforts in healthcare; and presents the annual Senator Paul Simon Award recognizing cost effective and innovative healthcare delivery.

The Festival's Impact

Dragon Boat Festival proceeds benefit Operation Family Help, which provides help to families in crisis by providing financial assistance for needs not covered by health insurance or for those that cannot afford needed items or treatments due to high deductibles.

With rising healthcare costs, more families are pinched by unexpected or even chronic health needs. When there is a financial gap families just cannot meet to ensure quality care: that's where Operation Family Help comes in.

Examples of support recently provided include:

- Mammograms needed for breast cancer screening & diagnosis
- Injections for pain management
- Portable wheelchair ramp for a child

Kiland's Story

Kiland, a talented tennis player, had a swimming pool diving accident while he was away at a tennis tournament. The accident resulted in a serious spinal cord injury, leaving him paralyzed from the chest down. Not only did Kiland endure long months of therapy, he also had to adjust to the new changes in his life, especially regarding mobility and transportation.

The essential accessories to assist in transportation are extremely expensive. Operation Family Help funds were able to assist him in purchasing the hand motor controls for his vehicle in order to improve his transportation and gain back independence.



Scenes from the Dragon Boat Festival



2023 Dragon Boat Festival

Sponsorship Benefits

	Name: \$50,000	Presenting: \$25,000	Tiger: \$15,000	Panda: \$10,000	Pearl: \$7,000	Jade: \$4,000
Help children and families receive needed medical assistance	200 People	100 People	60 People	40 People	24 People	14 People
Naming Rights - "XXX Gateway Dragon Boat Festival" & Sponsor Message at Start and Awards	✓					
High Visibility Logo Placement at Festival Entrance and on Event waivers & Team Rosters and Company Commercials	10 "30" second spots	5 "30" second spots				
Naming Rights for Selected Area: Team Staging, Spectator, Food Truck, KidsZone, Entertainment or other of sponsor choice		✓	✓			
Logo appearance in ads, media buys, & social media	✓	✓	✓			
Priority Tent Placement with view of Race Finish	✓	✓	✓			
Media interview opportunities	✓	✓	✓			
Ability to distribute promotional items to teams	✓	✓	✓			
Dragon Boat Teams - Complimentary	4	4	3	2	2	1
Priority Tent Placement	✓	✓	✓	✓		
Promotional/demonstration booth at Festival	✓	✓	✓	✓		
Special Focus of Social Media Features	✓	✓	✓	✓		
Free tent(s) in Athlete's Village	2 40x40 tents	1 40x40 tent	1 30x30 tent	1 30x30 tent	1 15x15 tent	1 15x15 tent
Complimentary tables and chairs for tents	12 tables 12 chairs	6 tables 12 chairs	6 tables 12 chairs	3 tables 12 chairs	3 tables	2 tables
Free team practice session(s) with coach/trainer	2	2	2	2	1	1
Logo on promotional posters, banners, specialty items, & Festival website	✓	✓	✓	✓	✓	✓
Organization name announced hourly on race day	✓	✓	✓	✓	✓	✓
Option to post organization banner in tent space	✓	✓	✓	✓	✓	✓
Souvenir specialty item for each team member	✓	✓	✓	✓	✓	✓

For information, contact Beth Schlueter at bschlueter@signaturefoundation.org
www.signaturefoundation.org