

SIGNATURE HEALTHCARE FOUNDATION'S



18th Annual

GATEWAY DRAGON BOAT FESTIVAL

*Rowing and Roaring for
Healthy Families!*

SAT., AUG. 17, 2024

Creve Coeur Lake • Races Start at 8:30 a.m.

Your sponsorship makes an IMPACT!



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 18th annual Dragon Boat Festival in St. Louis on **Saturday, August 17, 2024!** 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 plus a drummer 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 2024 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



“The Dragonboat Festival is an absolute blast! We had so much fun, and enjoyed the opportunity to include our friends and family for a great cause! We’ll be back.”

– Kim Howard, Express Scripts by Evernorth

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

*– Rob Cox, Chair,
Gateway Dragon Boat Festival*

“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.”

– John Doerr, Tarlton



“Fantastic team building & networking for St. Louis companies of all sizes!”

*– Mike Swenson,
Sensient Technologies*

The Festival's Impact: Help Others While Having Fun

Signature Foundation is a 501(c) 3 non-profit dedicated to improving the quality, efficiency, and affordability of healthcare.

The Festival's Impact

Dragon Boat Festival proceeds benefit the Foundation's OFH program 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 types of support recently provided include:

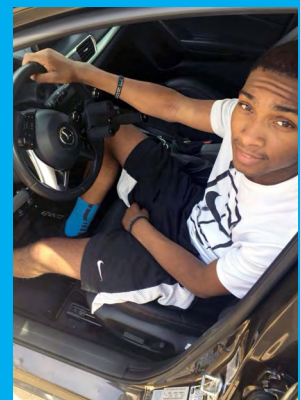
- purchase of hearing aids/ fittings
- speech therapy sessions for uninsured/ underinsured child
- injections for pain management



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



2024 Dragon Boat Festival

Sponsorship Benefits

	-\$200 discount if registered by April 1				
	Presenting: \$25,500	Tiger: \$15,500	Panda: \$10,500	Pearl: \$7,500	Jade: \$4,500
Help children and families receive needed medical assistance	100 People	60 People	40 People	24 People	14 People
Additional Sponsor Benefits Negotiable	✓				
High Visibility Logo Placement at Festival Entrance and on Event waivers & Team Rosters and Company Commercials	5 "30" second spots				
Media interview opportunities	✓				
Sponsor Message at Event Start & Awards for Presenting	✓				
Naming Rights for Selected Area: Team Staging Spectator, Food Truck, KidsZone, Entertainment or other of sponsor choice	✓	✓			
Priority Tent Placement with view of Race Finish	✓	✓			
Ability to distribute promotional items to teams	✓	✓			
Dragon Boat Teams - Complimentary	Up to 4	Up to 3	Up to 2	Up to 2	1
Logo appearance in ads, media buys	✓	✓	✓		
Ability to request tent location	✓	✓	✓		
Promotional/demonstration booth at Festival	✓	✓	✓		
Ability to request first race start time	✓	✓	✓	✓	
Free tent(s) in Athlete's Village	1 30 x 30 tent	1 30 x 30 tent	1 30 x 30 tent	1 20 x 20 tent	1 15 x 15 tent
Complimentary tables and chairs for tents	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	1	1
Ability to add extra practice session when available	✓	✓	✓	✓	✓
Logo on promotional posters, banners, specialty items, & Festival website	✓	✓	✓	✓	✓
Special Focus of Social Media Features	✓	✓	✓	✓	✓
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

www.gatewaydragonboat.com