

Dragon Boat Challenge 2025



SPONSORSHIP OPPORTUNITIES

Manitoba School Dragon Boat Challenge - May 31, 2025

River City Dragon Boat Festival - June 1, 2025

September Dragon Boat Challenge - September 7, 2025

The Manitoba Canoe and Kayak Centre
80 Churchill Drive

Never Alone Cancer Foundation
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Presented by:

Your Logo



Who We Are

At the **Never Alone Cancer Foundation (NACF)**, we're committed to ensuring no one faces cancer alone. Based in Winnipeg, we provide vital support to individuals and families navigating the challenges of cancer. Our goal is to be there for those who need it most, whether it's offering emotional, comfort or practical help during difficult times. With your support, we can continue making a difference in the lives of Manitobans battling cancer.

In partnership with the Manitoba Paddling Association, we're excited to host the annual Dragon Boat Festivals—an energetic mix of community, competition, and fundraising. By becoming a sponsor, you'll help provide essential support to those affected by cancer ensuring no one has to fight alone.

Event Summary

The Dragon Boat Festivals are a chance for teams, families, and individuals to join together for a day of friendly competition, while raising funds that directly impact the lives of Manitobans affected by cancer. These events are more than just races; they offer a way to make a tangible difference and create lasting memories.

- May 31, 2025 – Manitoba School Dragon Boat Challenge: This largest school-based dragon boat event in Western Canada brings students from across the province together for a day filled with fundraising, paddling, and learning about the power of philanthropy and teamwork.
- June 1, 2025 – River City Dragon Boat Festival: A community celebration where teams from all backgrounds come together to race and raise funds for cancer support in Manitoba. It's a fantastic opportunity for fun, fitness, and contributing to a cause that matters.
- September 7, 2025 – September Dragon Boat Festival: The grand finale of the season, packed with competitive races, entertainment, and activities that unite the community to support the NACF mission.

These festivals are a perfect way to get active, have fun, and contribute to an incredible cause.

Event Objectives

The Dragon Boat Festivals are about more than the excitement of the races. They offer a platform to bring the community together, fostering a spirit of support and solidarity for individuals battling cancer. With your help, these events will raise critical funds to assist individuals in need, enabling them to focus on what matters most during their cancer journey. From team-building to physical activity, these festivals are a unique way to make a difference, have fun, and ensure that no one faces cancer alone. **Come for the fun, stay for the impact!**

Why Sponsor?

Sponsoring the Dragon Boat Festival is your chance to stand out, show your support, and make an impact—all while having fun! This event is more than just a race—it's an opportunity to bring your team together for some team-building excitement, raise awareness for a cause that matters, and help raise vital funds for cancer patients in Manitoba.

As a sponsor, your brand will be front and center, visible to hundreds of participants, families, and community members. You'll get to align your company with a cause that's not only close to home but truly changes lives. Plus, you'll be supporting a fun, engaging event that fosters community and teamwork.

Let's paddle together to make a difference!



"I received a lovely surprise this morning in the shape of a box with a lovely blanket to keep me warm. I was thinking of buying one as I'm always cold during my treatments, thank you very much for the support". -NACF Client

Sponsorship Opportunities

Presenting Sponsor (1 available) \$10,000

As the Presenting Sponsor, your organization will receive prominent branding and recognition, positioned as the lead supporter of the Dragon Boat Festival.

- Exclusivity
- Title Branding as "The September Dragon Boat Festival, Presented by [Your Company Name]" on all event materials, signage, and promotions.
- Free entry for two (2) corporate teams for both the June River City Dragon Boat Festival and the September Dragon Boat Festival.
- Top-tier logo placement on NACF's website and event page, with a link to your site.
- Logo highlighted on NACF's donation platform, connecting directly with supporters.
- Logo displayed at key event points, such as the start/finish line, registration, and main entrance.
- Exclusive tent space for a dedicated branded area at each event for engagement, giveaways, and outreach.
- Acknowledgment as Presenting Sponsor in official announcements and opening/closing remarks at all events.
- Dedicated posts across NACF's social channels leading up to, during, and following the event.
- Feature in NACF's monthly E-Bulletin (reaching 4,000 subscribers) with a focus on your support.
- Featured in NACF's "thank you" acknowledgments across newsletters, social media, and the annual report.

Start & Finish Line Sponsors (2 available) \$7,500

Start & Finish Line Sponsors play a crucial role in supporting NACF's work, receiving significant visibility and the opportunity for deep community interaction.

- Prominent Branding as "Start/Finish Line Sponsor" designation on event signage and promotional materials.
- Free entry for two (2) corporate teams.
- Logo featured on NACF's website and donation platform.
- Logo display at major festival points, such as the main entrance.
- Dedicated posts on NACF's social media platforms to recognize Start or Finish Line Sponsors.
- Acknowledgment as Start/Finish Sponsor in official announcements and opening/closing remarks at all events.
- Branded tent or table space at two of the three events for face-to-face engagement.
- Opportunity to distribute branded merchandise.
- Feature in NACF's monthly E-Bulletin (reaching 4,000 subscribers) with a focus on your support.
- Featured in NACF's "thank you" acknowledgments across newsletters, social media, and the annual report.

Champion of Hope Sponsor - \$5,000

As a Champion of Hope Sponsor, you'll benefit from valuable exposure and the opportunity to connect with an engaged community.

- Sponsorship of a key area, such as the Awards Podium or Registration area, with prominent logo placement.
- Free entry for one (1) corporate team.
- Logo included on NACF's Dragon Boat Festival page.
- Logo displayed on banners at all events.
- Collective acknowledgment for all Champion of Hope sponsors on social media.
- Branded tent or table at one event, allowing for direct interaction with attendees.
- Opportunity to include to distribute branded items.
- Logo in NACF's "thank you" acknowledgments across newsletters, social media, and the annual report.



Rose Ceremony Sponsor - \$3,000 (1 available)

This dedication banner offers a space for paddlers to show solidarity by honoring loved ones affected by cancer, symbolizing a powerful sense of unity and remembrance.

- Free entry for one (1) corporate team.
- Logo included on NACF's Dragon Boat Festival page.
- Logo displayed on the dedication banner at all events
- Acknowledgment for the Rose Ceremony and Dedication banner on social media.
- Company Name in NACF's "thank you" acknowledgments across newsletters, social media, and the annual report.

Unity Sponsor - \$2,500

Unity Sponsors reinforce NACF's community-driven mission, ensuring meaningful brand visibility.

- Free entry for one (1) corporate team.
- Logo displayed on a group banner visible throughout all events.
- Name listed in the sponsor section on NACF's event webpage.
- Set up a branded booth to share information on your organization.
- Public acknowledgment on event days through PA announcements.
- Recognition in a group sponsor "thank you" post.
- Company Name in NACF's "thank you" acknowledgments across newsletters, social media, and the annual report.

Community Sponsor - \$1,000

For organizations and individuals who wish to contribute meaningfully.

- Logo on a group sponsor banner displayed at each event.
- Inclusion in NACF's online sponsor thank-you section.
- Company Name in NACF's "thank you" acknowledgments across newsletters, social media, and the annual report.

Supporter Sponsor - \$500

As a Supporter Sponsor, your organization will be acknowledged for helping bring the Dragon Boat Festival to life.

- Company name listed on NACF's Dragon Boat Festival webpage.
- Public thank-you announcements at the festival.

Customization Option

Every partnership with NACF is unique. Customize your sponsorship experience to align with your brand's mission and values. Available options may include personalized social media content, brand-specific activations, and tailored community outreach initiatives. Please reach out to discuss a sponsorship experience that meets your goals while uplifting the cancer community.

Your support as a sponsor makes a difference.

Join us as we race toward a future where no one faces cancer alone.



**Please contact Donna@nacf.ca or call
204-799-5891 to secure your 2025 sponsorship.**