



2021 CUMBERLAND RIVER COMPACT
DRAGON BOAT FESTIVAL | 9.11.21

SPONSOR OPPORTUNITIES

VENDORS | MUSIC | FOOD | & MORE!



HISTORY

Each year the Cumberland River Dragon Boat Festival celebrates the importance of the Cumberland River to the City of Nashville, and to the more than 3 million residents in the Cumberland River watershed that rely on its clean and abundant waters.

Dragon boat racing is believed to have originated in China more than 2500 years ago! Today's modern-day racing event has deep roots in Chinese culture, often linked to annual celebrations and rituals. The Dragon is said to be the ruler of water. The reverence of dragons in China seems to be associated with annually ensuring life-giving water and bountiful rice harvests in south-central China.

The Cumberland River Compact has hosted this festival in Nashville, Tn since 2006 with a similar intention of celebrating the importance of water to all life - especially the Cumberland River to our region.

This year we are pausing the races for the health and safety of Nashville's residents, but are keeping the spirit of the festival alive with family-friendly activities, community education opportunities, live music and more!





SUPPORTING OUR FUTURE WATER STEWARDS

Proceeds from the festival allow the Cumberland River Compact to expand our experiential, place-based youth education programs, like Creek Critters, to under-resourced schools.

Our Creek Critters program brings the creek to the classroom to teach students the importance of thriving, biodiverse aquatic ecosystems. The program includes interactive games and demonstrations along with exploratory time to view live and preserved aquatic animals from local waterways. We also support teachers in providing high-quality environmental education in their classrooms through our e-STEM for Tennessee professional development. e-STEM for Tennessee provides local content knowledge of Tennessee’s environment and connects the content to standards-aligned lessons and resources for the classroom.



WHY SPONSOR US?

Education is a critical part of the mission of the Cumberland River Compact. Environmentally educated individuals of any age help steward and advocate for the environment in their communities. The Cumberland River Compact provides opportunities for young people to connect with water across the region in both urban and rural communities. Whether it's experiential classroom programs, a virtual school visit, specially designed curriculum, or virtual learning videos, our education programs connect kids to nature and leave them with a better understanding of the value of water.

“Thank you for all of you who clearly put a LOT of work into making these virtual resources easily accessible for TN teachers and students, including Spanish speakers!”

ADAPTING TO CHANGING TIMES

30

New lesson plans created and distributed to over 1870 educators designed for virtual and hybrid learning.

520

Students engaged in virtual learning programs or small group activities.

20

Educational River Talks podcast episodes streamed over 2,700 times.

136

Free nature activity kits distributed to families in Middle Tennessee.

11

Virtual learning YouTube videos viewed over 3,346 times.

“The offerings the Cumberland River Compact provides are needed (and very well done!) resources and support.”

?



PRESENTING SPONSOR

\$15,000

As presenting sponsor, your company will be side-by-side with Cumberland River Compact, and more!

- EXCLUSIVE SPONSORSHIP WITHIN YOUR BUSINESS CATEGORY
- SIGNAGE WITH SPONSOR LOGO PROMINENTLY DISPLAYED ON HEADER & SIDE PANELS OF ELECTRONIC LEADERBOARD
- 1-MINUTE COMMERCIAL WITH SOUND ON EVENT LEADERBOARD SCREEN DURING OPENING CEREMONY
- PRESENTING RECOGNITION ON SIGNAGE AND BANNERS THROUGHOUT THE EVENT
- TWO DEDICATED EMAIL BLAST TO CUMBERLAND RIVER COMPACT'S SREAMLINES EMAIL LIST OF 13,000+ SUBSCRIBERS (content provided by sponsor and approved by CRC no later than August 1, 2021)
- DEDICATED PRESENTING RECOGNITION ON SOCIAL MEDIA
- YOUR NAME/LOGO LINK ON THE DRAGON BOAT FESTIVAL WEBSITE
- COMPLIMENTARY USE OF THE RIVER CENTER EVENT SPACE (valued at \$3,000) valid through August 31, 2022.
- 21+ EVENT WRISTBAND SPONSORSHIP
- PROMINENT 10X20 VENDOR SPACE TO CONNECT WITH FESTIVAL ATTENDEES
- CUSTOM PHOTO BOOTH BACKDROP IN MERMAID LAGOON FEATURING COMPANY LOGO
- COMPANY LOGO FEATURED ON ALL PRINTED MERMAID LAGOON PHOTOS
- 30 DRINK TICKETS



**2021
SPONSOR**

PinnacleSM
FINANCIAL PARTNERS



**CHAMPION
SPONSOR**

\$10,000

**Exclusive sponsorship within your
business category and more!**

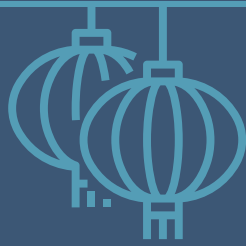
- RECOGNITION ON EVENT LEADERBOARD SCREEN
- 30-SECOND COMMERCIAL (NO SOUND) ON EVENT LEADERBOARD SCREEN
- RECOGNITION ON SIGNAGE AND BANNERS THROUGHOUT THE EVENT
- ONE DEDICATED EMAIL BLAST TO CUMBERLAND RIVER COMPACT'S STREAMLINES LIST OF 13,000+ SUBSCRIBERS (content provided by sponsor and approved by CRC no later than August 1, 2021)
- RECOGNITION ON SOCIAL MEDIA
- YOUR NAME/LOGO LINK ON THE DRAGON BOAT FESTIVAL WEBSITE
- PROMINENT 10X20 VENDOR SPACE TO CONNECT WITH FESTIVAL PARTICIPANTS
- COMPLIMENTARY USE OF THE RIVER CENTER EVENT SPACE (valued at \$3,000) valid through August 31, 2022
- 20 DRINK TICKETS





ADDITIONAL SPONSORSHIP OPPORTUNITIES

PACKAGE INCLUSIONS	SILVER \$5,000	BRONZE \$2,500	BASE \$1,000
10 X 10 VENDOR SPACE			
SOCIAL MEDIA RECOGNITION			
COMPANY NAME/LOGO PROMINENTLY DISPLAYED			
FESTIVAL WEBSITE FESTIVAL PROMOTIONAL EMAILS SPONSOR BANNER(S) ON-SITE EVENT LEADERBOARD SCREEN			
STATIC AD ON EVENT LEADERBOARD SCREEN			
PROMINENT BANNER AD DISPLAYED AT EVENT			
10 DRINK TICKETS			



SPECIALTY SPONSORSHIP OPPORTUNITIES

KIDS DRAGONLAND - \$7,500

- APPEAL TO KIDS AND THEIR FAMILIES WITH YOUR BUSINESS AS THE EXCLUSIVE SPONSOR OF THE KIDS DRAGONLAND. HELP BRING WATERSLIDES, ACTIVITIES, AND PRIZES TO PROVIDE A UNIQUE AND MEMORABLE EXPERIENCE FOR KIDS AND THEIR FAMILIES

PUPPY KISSING BOOTH - \$5,000

- THERE'S NOTHING MORE APPEALING TO PET OWNERS THAN PET-FRIENDLY EVENTS! GIVE PUPS AND THEIR OWNERS THE SPOTLIGHT AT THE PUPPY KISSING BOOTH! HAVE YOUR LOGO FEATURED ON ALL PHOTO PRINTS AND STEP AND REPEAT BACKDROP AND ENGAGE PET OWNERS WITH YOUR PRODUCT OR SERVICE VIA A TENT SETUP NEXT TO THE PHOTO BOOTH

SANITIZING STATIONS - \$3,500

- NEVER MORE RELEVANT THAN NOW, HELP PROVIDE PEACE OF MIND AT THE FESTIVAL WITH BRANDED HAND SANITIZING STATIONS THROUGHOUT THE EVENT

PHONE CHARGING HIGH TOPS - \$3,000

- NO CHARGE? NO PROBLEM. HELP FOLKS STAY CONNECTED DURING THE EVENT WHILE THEY ENJOY A BEVERAGE WITH BRANDED CHARGING TABLE STATIONS

ROOT NASHVILLE MISTING TENT - \$2,500

- THIS TREE-THEMED MISTING TENT WILL ALLOW GUESTS TO COOL OFF WHILE EXPLORING THE LIVE TREES THAT ROOT NASHVILLE USES TO RESTORE TREE CANOPY IN NASHVILLE. THE CITY-WIDE CAMPAIGN AIMS TO PLANT 500,000 TREES BY 2050. BRANDING ON TENT AND TREE GIVEAWAY DRAWING

RAIN GARDEN MISTING TENT - \$2,500

- GIVE GUESTS AND THEIR FAMILIES THE OPPORTUNITY TO LEARN ABOUT HOW RAIN GARDENS CAPTURE AND FILTER WATER WHILE THEY COOL OFF IN A MISTING TENT. HAVE YOUR LOGO FEATURED ON ALL PRINTED PHOTOS AND A MISTING TENT SIGNAGE

PARKING LOT SPONSOR - \$500

HELP US OFFER FREE PARKING TO EVENT ATTENDEES!

- SIGNAGE AT LOTR NORTHWEST OR R SOUTH ENTRANCE PROMINENTLY DISPLAYING SPONSOR LOGO
- TWO SPONSORSHIPS AVAILABLE

CUMBERLAND RIVER COMPACT COMMUNITY

Cumberland River Compact followers, donors, and volunteers share an affinity for our natural world and ways to help protect it. They are largely professionals in Nashville and surrounding areas interested in hiking, paddling, sports, art, gardening, food, wildlife, and more. Many individuals get to know the Cumberland River Compact for the first time through our volunteer opportunities or community events. Many supporters work in the industries of technology, engineering & design, manufacturing, local and state government, private firms, higher education, real estate, and more.

13K +

EMAIL SUBSCRIBERS

4.5K

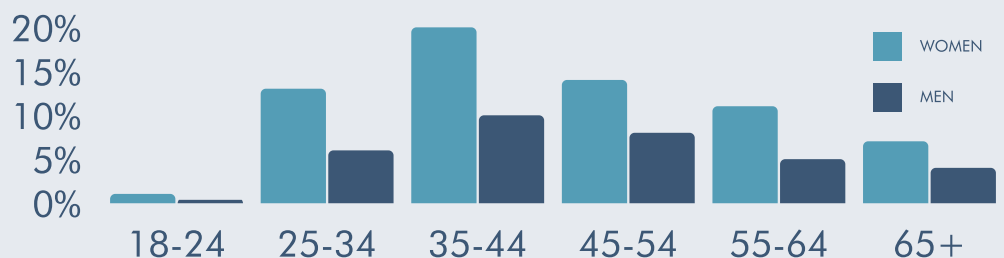
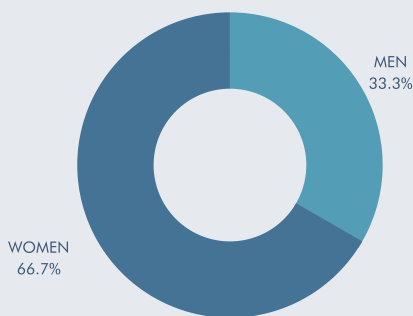
FACEBOOK

2.3K

INSTAGRAM

3K

MONTHLY WEB VISITORS



ONLINE BREAKDOWN

 **CumberlandRiverCompact**
DragonBoatNashville

 **@crcompact**
@dragonboatnashville

 **@The_Compact**

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