



Richmond International Dragon Boat Festival

July 31st 2010, James River, Richmond, Virginia

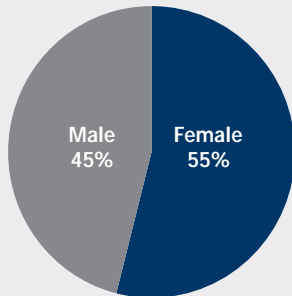
Join us at the 2010 Richmond International Dragon Boat Festival. Located just minutes from Downtown Richmond, Rocketts Landing is the perfect location to host Richmond's first-ever dragon boat festival. The combination of an urban environment and nature guarantees participants and spectators a truly one-of-a-kind racing experience at the inaugural Richmond International Dragon Boat Festival!

Vital Stats

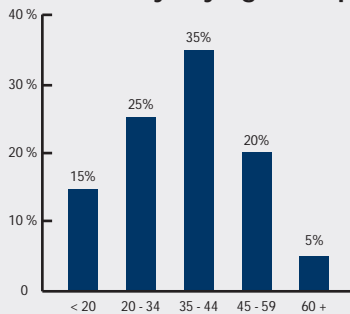
- 1-Day Festival
- 1,000 Participants
- 1,500 Spectators
- Ethnically Diverse
- Premier dragon boat event world-wide

An Ideal Demographic Picture

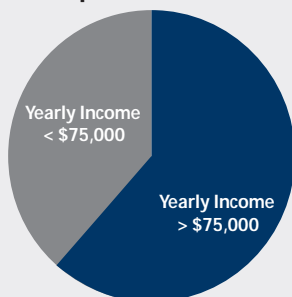
Gender Equality



Dominated by Key Age Groups



Participants Are Affluent



What is dragon boat racing?

The world's fastest growing water sport is also the most exciting. Twenty paddlers move in unison, combining strength with teamwork in a boat whose elaborate design originates in ancient China. Dragon boat racing is a sport for men and women of all ages and abilities; comprising of a maximum of 20 paddlers, with a steersperson (cox) and a drummer. Anyone can do it and have fun! Teamwork is everything in dragon boat racing. Synchronicity is more important than strength. A perfectly synchronized team will almost always beat a stronger, but less coordinated team.

What is the Richmond International Dragon Boat Festival?

Combining the giving spirit with the spirit of competition can create tremendous results. That's the philosophy behind one of North America's newest and most sought out dragon boat festivals. The Richmond International Dragon Boat Festival is a one-day regatta that brings together 1,000 recreational and elite dragon boat athletes and thousands of spectators. The event offers an exhilarating combination of racing in concert with an entertainment showcase for corporations, community organizations and families.

Why become an Exhibitor?

The Richmond International Dragon Boat Festival provides a unique opportunity to integrate your brand into one of the premier annual dragon boat events world-wide. Due to the nature of the sport, the event puts you in front of a diverse group of consumer and business networks. Within a captivating environment with a burst of activity happening throughout the festival grounds, this truly innovative avenue provides interaction with key influencers with buying power.

Festival Highlights Include:

- A lively Expo Area and Health & Wellness Zone with constant traffic
- A large Athletes' Village
- Beer Garden with a main stage
- Fun and interactive Dragon's Nest Kids Zone
- Grandstand seating for premier spectator viewing

Sponsorship opportunities are also available. For more information, please contact Aaron Soroka at aaron@gwndragonboat.com or 416.962.8899.



Richmond International Dragon Boat Festival

July 31st, 2010, Rocketts Landing, 5000 Old Osborne Turnpike, Richmond, VA 23231

Set-Up: Saturday July 31st, 6am (times subject to change). Hours of Operation: 9am-5pm

EXHIBITOR REQUIREMENTS	QTY.	EXHIBITOR RATES	AMOUNT
Footprint Requirement		Exhibitor Fees	
Vendor/Exhibitor Space (10 x 10)		\$ 500.00	\$
Vendors/Exhibitor Space with tent (10 x 10)		\$ 750.00	\$
Vendor/Exhibitor Space (10 x 20)		\$ 800.00	\$
Vendor/Exhibitor Space with tent (10 x 20)		\$ 1050.00	\$
Please contact GWN Dragon Boat for pricing for other sized space, or other sampling opportunities			
Each 10x10 space includes one 6' table and two chairs			
Additional Equipment Rentals		Rental Fees (each)	
Tables		\$ 10.00	\$
Chairs		\$ 5.00	\$
		Sub Total:	\$
PAYMENT OPTIONS:			
VISA	MC	CHECK*	
Name on Card:			
Credit Card #:			
Expiration date:		CVV code:	
Signature:			
		TOTAL FEE ENCLOSED:	\$

Deadline to reserve your site footprint: July 23rd, 2010

EXHIBITOR INFORMATION	
Exhibitor Name:	
Type of Product (s):	
Contact Person:	
Address:	
City / Town:	
State:	Zip Code:
Telephone No:	Fax No:
Email Address:	
On-Site Contact Person(s):	
On-Site Cell No.:	

*Please make checks payable to: Great White North Communications Ltd.

Please return completed form with check or credit card information for payment in full to:

Carolyn Lee, Great White North Communications, 577 Wellington St. West, Toronto, Ontario, M5V 1G3.

* All exhibit space will be sold on a first come first serve basis. Booths will not be held without payment in full. GWN/Sports Backers reserves the right to determine the location of the exhibitor on-site. GWN reserves the right to accept or refuse any applications. Exhibitors are responsible for any vendor permits or licensing they may require.