



OUR SPIRIT

YOUR BRAND

TOGETHER.

empowering community through action



London & Area's Premier Dragon Boat Racing team consisting entirely of breast cancer survivors. **Rowbust** is a registered charity relying fully on the generosity of the Community and its donors.



**SATURDAY JUNE 13 2026**  
[www.fanshawedragonboatfestival.com](http://www.fanshawedragonboatfestival.com)

Since 2012, **Rowbust** has hosted the **Fanshawe Dragon Boat Festival**. Sharing their love for the sport of dragon boat racing while promoting community spirit, friendly competition and a healthy, active lifestyle.

**why sponsor...?**

# because...

**Your support** will help Rowbust continue to produce and improve the Fanshawe Dragon Boat Festival. This premier one-day sporting event is a fun day of friendly competition and community spirit – a proven, successful annual community event that ***continues to sell out every year!*** With your support, we can keep it affordable and reduce or eliminate the festival's annual wait list.





# because...

**Your involvement** will ensure the Rowbust organization can continue to offer their life changing support to breast cancer survivors as well as support local cancer programs (over \$120,000 raised by community teams to date). Rowbust is recognized world-wide for bringing the sport of dragon boat racing for breast cancer survivors to the international competitive stage.



## paddling for a purpose



# because...

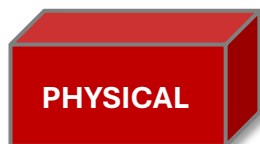
**Promote your brand** by demonstrating community support and commitment to a healthy, active lifestyle. The annual Fanshawe Dragon Boat Festival attracts over 2,500 participants, supporters, volunteers and vendors to The Fanshawe Conservation Area for a day of fun competition and community spirit.





Your sponsorship demonstrates commitment to community spirit, friendly competition, physical activity, personal development and support of valuable local health programs.

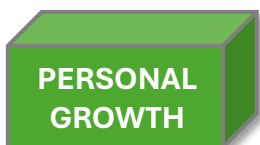
## the four cornerstones of our festival



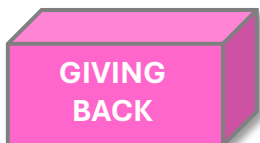
Promotes physical activity for all ages in a safe, fun and friendly environment. No experience needed! Rowbust spends the two weeks leading up to the festival working with all community teams teaching them everything they need to know to have a fun, safe and successful race day.



Fosters a deep sense of teamwork and collective accomplishment. A fun filled day of races creates a sense of community and unity among competing teams and crews. Laughter, high fives and hugs are shared after every race.



Trying a new sport like dragon boat racing offers a unique path to personal growth. It encourages increased self-confidence and the ability to embrace new challenges. Skills that translate effectively to all areas of life.



Participants are encouraged to “Paddle for a Purpose”, channeling their energy not just into racing, but into making a tangible difference in their community. Over \$120,000 has been raised for the Massel Cruickshank Breast Cancer Patient Assistance Fund.

# Rowbust & Fanshawe Dragon Boat Festival

## ~ Digital Footprint ~



### Rowbust Traffic

40K unique visits per year  
Average 4K per month May-Sept



### Festival Traffic

60K unique visits per year  
Average 7.5K per month May-Dec



### Rowbust

1.6K followers



### Festival

1K followers



### Rowbust & Festival Shared

650 followers



### Festival Email Reach

Approx 1K based on registered participants





## **sponsorship levels**

**LEGACY – Event Title Sponsor \$15,000 (1)**

**CHAMPION - \$5,000 (2)**

**DRAGON - \$2,500 (2)**

**ENGINE ROOM - \$1,500 (unlimited)**

**PACE SETTER - \$500 (unlimited)**

**PADDLE PARTNER – \$250 (Race Sponsor)**

# sponsorship levels

## LEGACY (Event Title Sponsor) - \$15,000

One Opportunity, 3-5 Year Minimum Commitment.

Partnering with Rowbust, your investment as Title Sponsor of the Fanshawe Dragon Boat Festival offers a powerful opportunity to integrate your brand with both high visibility community engagement and meaningful social impact.

Logo and Link on Websites, Social Media (Rowbust & Festival)

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VIP Invitation to Festival including vehicle pass(es)

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Logo displayed at Festival

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Banner recognition at all Rowbust events

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Company Name broadcast throughout the day by festival announcer

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Recognized as Championship Semi-Final race sponsor with opportunity to present award to Festival Semi-Finalist

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Recognized as Championship Final race sponsor with opportunity to present award to Festival Champions

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Recognized as Title Sponsor on all even apparel/sportswear sold onsite at festival and available briefly for online orders. This apparel is good quality, very popular and sells out every year.

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Media Ads with Recognition as Title Sponsor

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Free Company Team Entry in Festival

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# sponsorship levels

## CHAMPION - \$5,000

### Two Opportunities

Your financial contribution as a Champion level sponsor of the Fanshawe Dragon Boat Festival will associate your company with health and resilience, deliver brand exposure while converting corporate resource into demonstrable social value through support of community participation and local cancer programs.

Logo and Link on Websites, Social Media (Rowbust & Festival)

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VIP Invitation to Festival including vehicle pass(es)

---

Logo displayed at Festival

---

Banner recognition at all Rowbust events

---

Company Name broadcast throughout the day by festival announcer

---

Recognized as Championship Semi-Final race sponsor with opportunity to present award to Festival Semi-Finalist

---

Recognized as Championship Final race sponsor with opportunity to present award to Festival Champions

---



# sponsorship levels

## DRAGON - \$2,500

### Two Opportunities

As a Dragon level sponsor of the Fanshawe Dragon Boat Festival your investment will solidify your commitment to community wellness and strengthen brand loyalty in the region.

Logo and Link on Websites, Social Media (Rowbust & Festival)

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VIP Invitation to Festival including vehicle pass(es)

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Logo displayed at Festival

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Banner recognition at all Rowbust events

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Company Name broadcast throughout the day by festival announcer

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Recognized as Championship Semi-Final race sponsor with opportunity to present award to Festival Semi-Finalist

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# sponsorship levels

## ENGINE ROOM - \$1,500

### Unlimited

Beyond advertising, this level of support demonstrates your company's commitment to local community initiatives and healthy living, fostering positive public impressions.

Logo and Link on Websites, Social Media (Rowbust & Festival)

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VIP Invitation to Festival including vehicle pass(es)

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Logo displayed at Festival

---

Banner recognition at all Rowbust events

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Company Name broadcast throughout the day by festival announcer

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# sponsorship levels

## PACE SETTER - \$500

Unlimited

Your support of the Fanshawe Dragon Boat Festival helps Rowbust keep event costs down and keeping it affordable for community teams to participate.

Logo and Link on Websites, Social Media (Rowbust & Festival)

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VIP Invitation to Festival including vehicle pass(es)

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Logo displayed at Festival

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Banner recognition at all Rowbust events

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## PADDLE PARTNER - \$250

Limited to scheduled races.

Race Sponsor

Logo and Link on Websites, Social Media (Rowbust & Festival)

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VIP Invitation to Festival including vehicle pass(es)


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Logo displayed at Festival, recognized as Race Sponsor by festival announcer at time of race

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# sponsorship opportunities

Benefits	Sponsorship Levels					
	Legacy (title)	Champion	Dragon	Engine Room	Pace Setter	Paddle Partner
	\$15,000	\$5,000	\$2,500	\$1,500	\$500	\$250
Logo and Link on Websites, Social Media (Rowbust & Festival)	•	•	•	•	•	•
VIP Invitation to Festival including vehicle pass(es)	•	•	•	•	•	•
Logo displayed at Festival	•	•	•	•	•	•
Banner recognition at all Rowbust events	•	•	•	•	•	
Company Name broadcast throughout the day by festival announcer	•	•	•	•		
Recognized as Championship Semi-Final race sponsor with opportunity to present award to Festival Semi-Finalist	•	•	•			
Recognized as Championship Final race sponsor with opportunity to present award to Festival Champions	•	•				
Media Ads with Recognition as Title Sponsor	•					
Recognized as Title Sponsor on all event apparel/sportswear sold onsite at festival and available briefly for online orders.	•			Not seeing the perfect fit? We are happy to customize your sponsorship investment!		
Free Company Team Entry in Festival	•					

# special sponsorship opportunities

## SARAH'S CHALLENGE CUP - \$1,000

### One Opportunity

This is a special **2-kilometre** race in honour of Rowbust's beloved former coach, Sarah Shellard, who was a world-class steersperson and whose favourite race was the 2k with it's exciting turns that can challenge even the most experienced crews. The Sarah's Challenge Cup is a festival highlight and is open to the top-performing teams at the festival - a spectator favourite!

Your sponsorship of the Sarah's Challenge Cup would be acknowledged by:

- Company Name/Logo and Link on Rowbust & Festival Websites, Social Media Pages
- VIP Invitation to Festival including vehicle pass(es)
- Logo displayed at Festival
- Recognition as race sponsor by festival announcer
- Opportunity to present award to winner

## CHILDREN'S ACTIVITY AREA - \$750

### One Opportunity – Off the Water

A great opportunity to support the Dragon Boat Festival **off the water!**

The Children's Activity area is a busy spot in the Paddler's Village all day long at the Festival. Kids love to hang out in a safe and shady spot where they can enjoy lots of fun supervised activities and games.

Your sponsorship of the Children's Activity Area would be acknowledged by

- Company Name/Logo and Link on Rowbust & Festival Websites, Social Media Pages
- VIP Invitation to Festival including vehicle pass(es)
- Logo/Signage displayed at designated area on the festival grounds

## BCS FLOWER CEREMONY - \$500

### One Opportunity

**The Breast Cancer Survivor Flower Ceremony** is a poignant tradition associated with BCS dragon boat racing teams worldwide.

The Ceremony's purpose is threefold;

1. To celebrate the lives and strength of breast cancer survivors
2. Offer hope to those currently battling the disease
3. To honour and remember those who have passed away from breast cancer.

The symbolic act of tossing flowers into the water represents celebration, remembrance and unity.

Your sponsorship of the BCS Flower Ceremony would be acknowledged by:

- Company Name/Logo and Link on Rowbust & Festival Websites, Social Media Pages
- VIP Invitation to Festival including vehicle pass(es)
- Logo displayed at Festival
- Recognition of ceremony sponsor by festival announcer and opportunity to speak

# The Dragons are Coming – June 13, 2026

Don't miss the extraordinary opportunity to align your brand with the Fanshawe Dragon Boat Festival!

This is your chance to make significant impact and champion the spirit of teamwork and tradition.

Secure your place now and partner with Rowbust to make this year's festival the most dynamic and successful one yet!

**Registration opens early 2026.**



Contact us today at [fanshawedbf@gmail.com](mailto:fanshawedbf@gmail.com)

or

[Sponsor Now!](#)





- not your average sports team •
- not your average **anything** •

