



CANCER SUPPORT
COMMUNITY
NEW JERSEY
AT GILDA'S CLUB
DRAGON BOAT FESTIVAL



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COMMUNITY
NEW JERSEY
AT GILDA'S CLUB

GOOD TIME
TRICYCLE PRODUCTIONS

SUNDAY, JULY 10
PADDLE FOR A PURPOSE
LAKE LENAPE WEST - MAYS LANDING



What is a Dragon Boat race?



A dragon boat is a human-powered watercraft. They were traditionally made in the Pearl River Delta region of China's southern Guangdong Province out of teak wood (mostly imported from Pontianak, Indonesia) to various designs and sizes. In other parts of China, different kinds of wood are used to build these traditional watercraft. It is one of a family of traditional paddled long boats found throughout Asia, Africa, the Pacific islands and also Puerto Rico. Currently, boats are being made for competitive purposes out of carbon fiber and other lightweight materials.



Dragon boats are the basis of the team paddling sport of dragon boat racing, a water sport which has its roots in an ancient folk ritual of contending villagers, which has been held for over 2000 years throughout southern China. While competition has taken place annually for more than 20 centuries as part of religious ceremonies and folk customs, dragon boat racing has emerged in modern times as an international sport, beginning in Hong Kong in 1976. But the history of dragon boats in competition reaches as far back as the same era as the original games of Olympia in ancient Greece. Both dragon boat racing and the ancient Olympiad included aspects of religious observances and community celebrations along with competition.



For competition events, dragon boats are generally rigged with decorative Chinese dragon heads and tails. At other times (such as during training), decorative regalia is usually removed, although the drum often remains aboard for drummers to practice.

For races, there are 18-20 people in a large boat, not including the steersperson (helm) and the drummer.



The tradition of the CSCNJ Dragon Boat Festival started in 2016, on the shore of Bader Field in Atlantic City. The first year saw such an enormous outpouring of support from paddlers near and far that we've made it even bigger. In 2017, the Festival was moved to the beautiful Lake Lenape Park, known in Atlantic County as a prime racing and festival location. The Dragon Boat Festival has truly become a "party on the Lake," featuring dragon boat races, food vendors, a beer garden, and tents themed to each team.

Our Festival does more than bring together paddlers in the spirit of competition – it also brings together families, friends, neighbors, and co-workers in the hope of helping those in the community touched by cancer. Every dollar raised at the Dragon Boat Festival allows Cancer Support Community NJ to provide support groups, educational workshops, and social activities FREE of charge to members.

Our goal is to provide support to all New Jersey residents – men, women, teens, and children – affected by cancer in any way. Members have the opportunity to take part in over 1,000 activities each year, at no cost to them. Whether someone is newly diagnosed, going through treatment, a caregiver of a person with cancer, or someone who has lost a loved one to cancer, they will find that *community is stronger than cancer* at CSCNJ.



TESTIMONIALS

My family and I have competed in the Dragon Boat Festival for the last several years, and we really look forward to it every year! For us, the festival is not only an opportunity to get outside and exercise, but it's also an opportunity to celebrate many of our own cancer survivors and remember those we've lost. While it's hard to pick a favorite part of the festival – the boat races, the decorative tents, the team costumes, the morning stretch, the delicious clam bake, racing a real dragon boat - the best part for us is always watching the Flower Ceremony, a special and ceremony for a special and unique festival.

Each year we recruit more family and community members to either participate as a team or watch the races, and we plan to continue competing for every year forward!

- Julie Nugent, The Nugent Clan (Community Boat)

The Dragon Boat Festival is a fantastic way to remember and honor the ones we have lost, the ones who have fought, and the ones who continue to fight. Being a part of the festival for the past three years has given me such great joy. Spending the day with friends and family and paddling beside those who have also been affected by cancer helps me feel as though I'm doing my part in fighting cancer. The festival is a wonderful uplifting experience. I can't wait for this year!

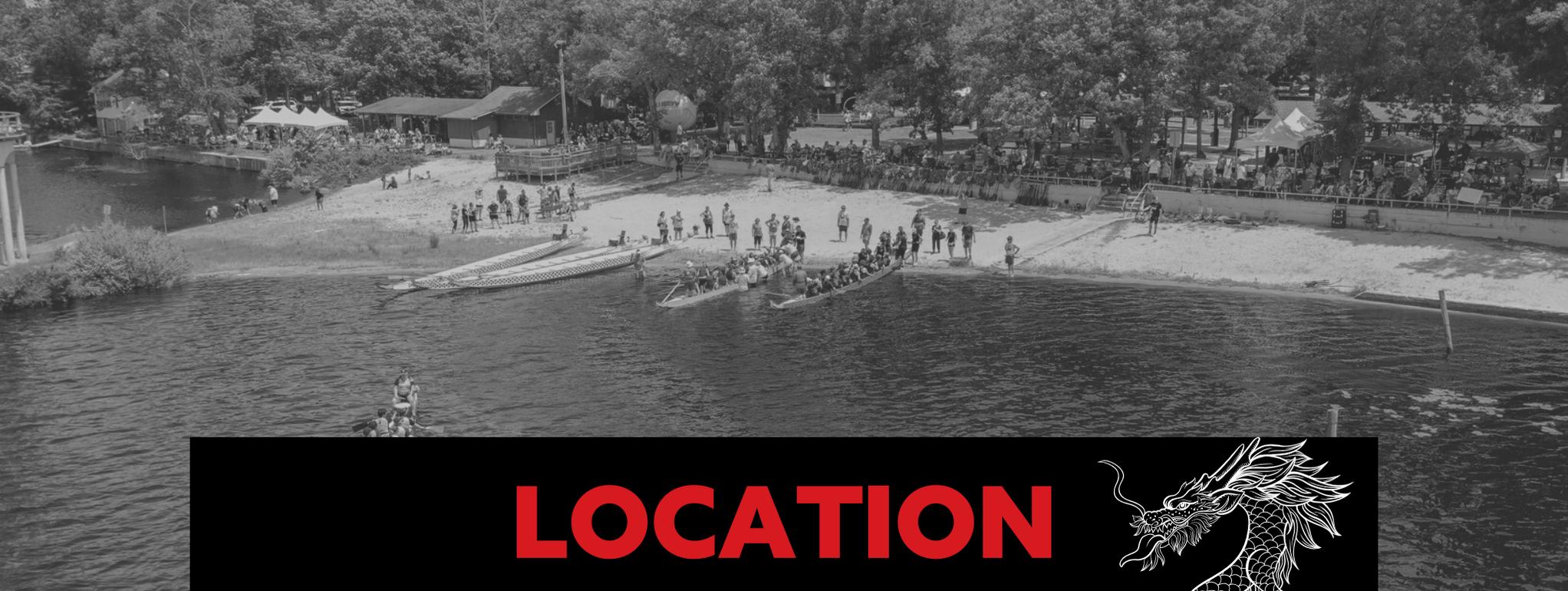
- Tara Curtis, Gilda's Gladiators (Survivor Boat)

All I can say is WOW! What a festive fun fantastic day! I could not have had a better time for a better cause! Can't wait till this year!! Gilda's Club South Jersey does so many things for so many people, it's just an honor to be part of this event and the many others that they do all year long!

- Tina Owen Tkacz, Khaalesi's Dragons (Co-Op Boat)

The Dragon Boat Festival is such an amazing team building experience. It's a day where you and your co-workers can laugh, relax, and have fun in the sun; even when you are competing to be the ultimate Dragon Boat Winners!

- Tracey Gilesie, AtlantiCare Seas the Day (Corporate Boat)



LOCATION

**6303 Old Harding Hwy
Mays Landing, NJ 08330**



Located in Mays Landing, Lake Lenape is an idyllic location for our Dragon Boat Festival. The Lake has been hosting high school rowing regattas for years, so the venue is perfectly suited for competitors and spectators alike.

In the boats, paddlers power their boats down a 200m course, crossing the finish line just after the Lake's historic lighthouse.

On the shore, festival attendees can see the entirety of each race, mingle with other paddlers and friends, and enjoy offerings from our food vendors and beer garden.

Sponsorships

- Drummer Sponsorship
- Steerer Sponsorship
- Boat Sponsorship
- Festival Sponsorship

Get your business in front of a crowd of over 1,000 paddlers, spectators, and families enjoying our party by the lake at The Cancer Support Community NJ Dragon Boat Festival!

Vendors

- Apparel
- Food
- Health & Wellness
- Nutrition
- Dragon Boat related

Boats

- Corporate
- Community
- Club/Survivor/Student
- Individual Paddlers

Volunteers

- Labor
- Hospitality/Information
- Racing Assistance

GET INVOLVED



SPONSORSHIP LEVELS

\$10,000 Dragon Sponsor

- Sponsor recognition on marketing materials related to the Festival
- Listing on CSCNJ website for one year
- Official Festival t-shirts for entire team (max. 24- \$600 value)
- Logo on the Festival t-shirt
- Live mention by announcer throughout the entire day
- One boat at the Festival (\$2,400 value)
- 2 tickets to each of our Signature Events Sept. 2022-June 2023

\$5,000 Boat Sponsor

- Sponsor recognition on marketing materials related to the Festival
- Listing on CSCNJ website for one year
- 4 Festival t-shirts
- Logo on the Festival t-shirt
- Recognition at opening and closing ceremonies
- One boat at the Festival (\$2,400 value)

\$3,000 Steerer Sponsor

- Sponsor recognition on marketing materials related to the Festival
- Listing on CSCNJ website for one year
- 2 Festival t-shirts
- Recognition at opening and closing ceremonies
- A 50% discount for one boat (\$1,200 value)

\$1,000 Drummer Sponsor

- Sponsor recognition on marketing materials related to the Festival
- Listing on CSCNJ website for one year
- 2 Festival t-shirts
- Recognition at opening and closing ceremonies
- A 50% discount for one boat (\$1,200 value)

\$500 Gladiator Sponsor

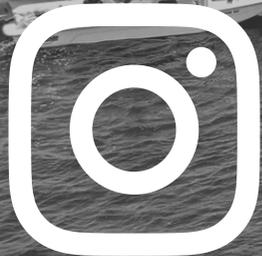
- Sponsor paddlers on Gilda's Gladiators, a boat composed of CSCNJ members
- Sponsor recognition on marketing materials related to the Festival



CONNECT WITH US



@CSCNewJersey
@DragonBoatFest



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