

# CATHOLIC CHARITIES BALTIMORE

CHERISHING THE DIVINE WITHIN ALL

## 2025 CATHOLIC CHARITIES DRAGON BOAT RACES



DIGNITY | COMPASSION | HUMILITY | COLLABORATION | EXCELLENCE | INTEGRITY

## What is Dragon Boats?

Sponsored teams will practice the ancient sport of Dragon Boat Racing for 8 weeks over the summer leading up to Race Day, drawing an estimated crowd of 8,000 spectators.

Off the water, each team will learn more about the work of Catholic Charities by partnering with one of our over 80 programs. Paddlers see firsthand the issues faced by our clients and contribute their time and resources to making a difference in their lives.



## Why We Race...

**The biennial Catholic Charities Dragon Boat Races are a fun, free, action-packed day at the Inner Harbor that helps to improve lives of all people in need.**

Catholic Charities serves thousands of Marylanders every day, in Baltimore City and the nine counties of Central Maryland. We assist with housing, food, work, specialized care, safety and more. Our programs welcome individuals of any faith, race, background or perspective. Our Dragon Boat teams are valued partners in our mission.

## The Tradition Continues...

**Since 1998, the Catholic Charities Dragon Boat Races have stormed the Inner Harbor for the biennial battle of the boats.**

Each time, some of the area's most philanthropic businesses send their best paddlers for an 8-week long schedule of practices and fun, all for the chance to win the day and support Catholic Charities' 80 plus programs across Maryland. Funds raised by each team benefit the team's Catholic Charities partner program.

**This is Catholic Charities' single largest fundraising event, helping improve thousands of lives across Maryland.**

## Practices & Race Day

Teams are comprised of 25 members (company employees, vendors, family, or friends.) There are 20 paddlers (minimum of 8 women), 1 drummer, and 1 steerer. The 3 other members rotate or serve as alternates.

Practices happen once a week for 8 weeks during a designated time slot under the supervision of our coaching staff.

## Team Spirit

For those who want to join the fun and excitement of the Dragon Boat Races but aren't inclined to paddle, there are team spirit competitions. Participants show off their creative sides as they decorate their team tent for the Tent Competition and write a song for the Chant Competition.



## **Volunteering & Fundraising**

Teams complete projects and host drives or events that not only help others, but that build lasting relationships among teammates and with the clients of Catholic Charities.

Through the Paddler Challenge, many teams choose to raise additional funds directly for their Partner Program from their personal networks.



## Practices & Race Day

Race Day involves time trials to set brackets for elimination heats. The competition is exhilarating as teams battle throughout the day for the coveted Dragon Cup!





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## Calendar

**May & June** - Orientation workshops for team leaders known as Captain, Co-Captain, and Cruise Director (oversees Team Spirit Activities) will take place as well as a special event which celebrates team building, commitment, competition, and community.

**July & August** - Practice begin on July 14th and lasts for 8 weeks until September 5<sup>th</sup> at the Baltimore Yacht Basin Marina. On land, teammates work on their entries for the tent, chant and hat contests.

**September- RACE DAY! Saturday, September 13<sup>th</sup>**. Invite all your employees and their family and friends to the Inner Harbor for a day of fun, festivities, and excitement.

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## Non-Profit Sponsor \$7,500

- Recognition in the Dragon Boat 2023 promotional materials, Catholic Charities' website, electronic and print communications, social media sites, and press releases
- Opportunities to participate in special volunteer projects with a Catholic Charities' program
- Support from a Catholic Charities staff member throughout summer and on Race Day
- Weekly practice sessions at Baltimore Peninsula during July and August
- Use of all equipment: dragon boats, drums, and paddles (Please note for 2023 participants must provide their own life vests)
- Technique and strategy clinics by Baltimore Dragon Boat Club's experienced coaches
- On Race Day, access to a team tent in "Tent City" to regroup and rest between races and entertain teammates and their guests
- T-shirt and bag for each paddler
- Opportunity to network and form relationships with other companies

## **Non-Profit Sponsor - \$7,500 Media Deliverables**

SPONSORED BY representation in all visual content, with live link to corporate site

- microsite footer
- team content on microsite
- appropriate content video full screen (social and microsite posting, est. 180K impressions)
- relevant Catholic Charities emails, with live link to corporate site (24K subscribers x send)
- ambassador kit handouts for awareness distribution
- ambassador kit emailable PDF flier for sharing with corporate/personal connections
- tagging in all relevant organic social media posts, up to 9,500 potential impressions + all relevant boosted/paid social media, up to 180K impressions + program shares

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