



What is Dragon Boat?



Dragon boat has its roots
as a ceremonial tradition in East Asia
...but today is a global,
competitive paddling sport.

No--no real dragons involved,
but boats are decorated
with a dragon head & tail during races:



Dragon boats teams typically have 20 or more paddlers on each boat
- two paddlers per bench -

a steerer in the back:

and a drummer in the front



About Us

Living Root is a competitive, non profit, Boston-based dragon boat team that was founded in 2005.

We practice on the Boston Harbor, and we are committed to turning regular people into amazing paddlers. Our teammates include men, women, the young, and the recently young. We compete at races across our fine nation and in foreign countries (ok, mostly just Canada and Puerto Rico).

Our talented coaching staff works tirelessly to train both novice and experienced paddlers to reach their full potential. Our talented paddlers work tirelessly to make sure that everyone always has a little bit of fun on and off the water.

Living Root is a non-profit managed by an elected board of Rooters. Our coaches are volunteer, experienced paddlers. The Board is primarily responsible for marketing, advertising, recruiting, and team building. The Board meets regularly to discuss how to make Root even bigger, better, faster and fancier.



Team Accomplishments

Gold, Ponce PR (2014)

Gold, Concord NH (2014)

Gold, Rec A, San Francisco CA (2014)

Gold, A Tail, Boston (2013)

Gold, C Div, Hartford CT (2013)

Gold, Concord NH (2013)

Gold, A Tail, Boston (2012)

Gold, A Minor, Boston (2011)

Gold, A Maj, Pawtucket RI (2010)

Bronze, C Div, Orlando FL (2013)

What it costs to run a team

Living Root is a non-profit organization that operates on a budget of \$10,000 annually. Living Root is comprised of 50+ members who pay an annual membership fee of \$175. The team maintains two dragon boats as well as full sets of paddles and life jackets for all paddlers. Living Root paddles year round and rents space at the John F. Kennedy Elementary School pool in Somerville, MA during January, February and March for winter training.

All coaches and board members are volunteers and paying team members. Coaches dedicate six or more hours a week of time to the team. Living Root races in Dragon Boat festivals throughout New England and across the country. Each race costs the team anywhere from \$700-\$1500 to enter. The team currently raises money by renting our boats and equipment to other local teams by hosting team building events for companies throughout the on the water season.

What we can do for you

Here is a high level overview of what we can offer as a team. All sponsorship packages are negotiable & customizable. Please refer to our seasonal insert for package details & race information.

- ▶ Promote your organization and/or product at our race booth at each race venue
- ▶ Affix your logo to our boats, paddles, and t-shirts to market your product
- ▶ Promote your organization and/or product on our website and social media pages
- ▶ Provide a booth at race site for your company representative to talk to prospective customers
- ▶ Hang your banner at practice location in Boston and at race sites across the country and internationally.
- ▶ Organize a team building event for your company with experienced coaches and paddling gear.
- ▶ Offer memberships to employees in your organization as part of a fitness & wellness program

Living Root 2015 Race Season



Saturday, March 21
New York Indoor Paddling Regatta

Saturday – Sunday, June 13-14
Boston Dragon Boat Race and Festival

Saturday June 27th
Springfield (MA) Dragon Boat Race

Saturday, July 4
GWN Sport Regatta, Toronto, Ontario (Canada)

Sunday, August 16
Riverfront Dragon Boat Race, Hartford CT

Saturday September 12th
Weekend on the Waterfront Dragon Boat Race (Concord, NH)

Saturday – Sunday, October 3 – 4
San Diego Dragon Boat Race and Festival

Sponsorship Levels

BRONZE SPONSOR - \$500

- Subsidizes race fees for all paddlers for one race
- Connect you to our social Media networks and promote you as a sponsor

SILVER SPONSOR - \$1000

- Covers the entry cost for one race for our team (race of your choice)
- Promote your brand by hanging your company's banner at our race tent
- Promote your brand as a silver sponsor on our webpage and social media outlets
- Host a representative from your company to talk to spectators and other paddlers at the race festival

GOLD SPONSOR - \$2500

- Covers entry cost for a race, provides meals for race day and helps to subsidize travel expenses
- Promote your brand name by adding it on to T-shirts that are worn by paddlers on race day
- Additional promotional perks as listed under bronze and silver sponsorship.

PLATINUM SPONSOR - \$5000

- Subsidizes race fees for all paddlers for all races in a season and paddling gear
- Promote your brand with paddle stickers on all team paddles
- Promote your brand with a banner at our practice location & all race sites
- All team marketing material will display your logo as a platinum sponsor
- All additional perks listed under Bronze, Silver and Gold sponsorship packages

DIAMOND SPONSOR - \$7500

- Season sponsor and Travel Sponsor
- Subsidizes all races for a season as well as hotel costs while traveling
- Organize a team building event for up to 20 members of your organization.
- Provide up to 5 team memberships for your organization
- All additional perks listed under Bronze, Silver and Gold & Platinum sponsorship packages



www.livingroot.org



Support
Boston's
Own!