

# SHOALS DRAGON BOAT FESTIVAL 2023

Benefiting Shoals Scholar Dollars

October 14 | McFarland Park - Florence, AL

Team Registration & Sponsorship Info.

## WHAT IS DRAGON BOAT RACING?

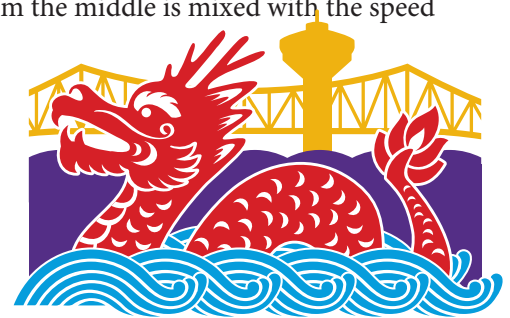
Dragon boat racing is the 8th fastest growing sport in the world and grows in popularity each year, with more than 50 million people in 63 countries participating. Teams of 20 paddlers, a drummer, and a steerer race in authentic Hong Kong-style, 46-foot-long dragon boats in this unique cultural event. All ages, skill levels, and physiques can paddle, making it the ultimate team building sport, requiring synchronicity and finesse, more than power, to win.

Every paddler plays a specific role. They sit next to each other and against the gunnel to balance the boat as they paddle. The stroke rowers occupy the front three seats of the boat, while the fourth seat is a transition place where, ideally, the paddlers have rhythm and power. Seats four, five, and six are the “engine room,” where the largest and strongest team members sit. The last four rows of a dragon boat are filled with strong paddlers who are also typically shorter and able to paddle faster. Paddlers at this location in the dragon boat are considered “rockets” because the water is moving faster to them from the first 14 seats scooping water back.

Dragon boat racing is also a very visual sport. If everyone is watching the right person, magic absolutely can happen in a dragon boat. The paddlers are taught to watch up the middle of the boat and two seats across—when that paddler has his or her paddle up in the air, ready to engage the water, it’s the cue for the person watching to get his or her paddle up as well. While the drummer keeps the rhythm for most of the boat, it can be difficult to hear on race day, so visuals are important. Teams have to follow the strategy and then execute: the team members in the front must paddle in perfect timing as an example for the back half of the boat. When the power from the middle is mixed with the speed and capabilities of the athletes in the back, a dragon boat can glide quickly through the water like a bullet.

**Teams feel a connection to the racing. They bond to each other. They feel connected to the experience.**

Dragon boat participants are passionate about this sport. People love it—the thrill, the teamwork, the adrenaline, the interaction in the boat. People are drawn to this sport, to each other in a setting that exemplifies human connectivity on a level comparable to nothing else. People who never thought of themselves as athletes can thrive in a dragon boat. People who are athletes discover a challenging alternative to other sports.



— SHOALS —  
**DRAGON BOAT**  
— FESTIVAL —

## Shoals Scholar Dollars

Shoals Scholar Dollars Foundation, Inc. (SSD) is an education foundation raising money to pay tuition to Northwest-Shoals Community College (NW-SCC) and transfer scholarships to The University of North Alabama (UNA) to Lauderdale and Colbert County Students who meet certain criteria.

### How do students take advantage of this opportunity?

The SSD Scholarship pays for 12 credit hours per semester for 4 semesters at NW-SCC. Students must meet four basic criteria to be eligible for Shoals Scholar Dollars. They are listed as follows:

1. The student must graduate from one of the 17 local high schools with at least a 2.50 GPA.
2. The student must graduate with an average, cumulative attendance of 98% since 9th grade.
3. The student must maintain clean discipline record with school and law.
4. The student must be a U.S. citizen.

SSD began in 2010 as a joint project of the Florence Rotary Club and The Greater Shoals Rotary Club. The first scholarships were awarded in 2014 when 155 students were awarded SSD monies. Since 2014, we have continued to supply scholarships to Shoals Area students. These students must complete the Student Success Class at Northwest Shoals Community College, pass random drug tests, and accumulate at least 10 hours of community service. Funded strictly through fundraising and donations, SSD has raised over \$2.5 million to help local students. In addition, beginning in 2018, the University of North Alabama partnered with us to provide partial tuition as a match for Shoals Scholar Dollars. We are approaching close to 3,000 students who have benefited from our program. Many other communities in multiple states have tried to mirror our program with little to no success. The Shoals Area, along with NWSCC and UNA, see the benefit from our partnership and the long-lasting effects provided to our community. We are a 501c3 nonprofit organization.

Along with the Shoals Dragon Boat Festival, SSD also host various events including:

- Our annual Speaker Series sponsored by UNA each February. Past speakers have included Dr. David Bronner, Stewart and Lisa Cink, VP of Mazda/Toyota – Mark Brazeal, and legendary singers Mac McAnally and John Paul White
- Shoals Student of the Year – held each April, this event recognizes one student of each of the 17 local high schools as they compete for the prestigious title of Shoals Student of the Year
- June Jubilee Charity Golf Tournament – held each June at Robert Trent Jones, this sell out tournament is one of the largest at this course and gives away over \$10,000 in door prizes, along with a new car for a hole in one and a \$10,000 hole in one
- Chick-Fil-A Road Race – sponsored by Florence Chick-Fil-A, this community race includes a 10K, 5K and 1 mile fun run with proceeds going to SSD
- Smoke on the Water – sponsored by Florence and Greater Shoals Rotary, this barbeque cookoff is sanctioned by the Kansas City BBQ Association and features over 30 cook teams competing on the banks of the Tennessee River for cash and prizes
- Concert Series – started in 2023, our concert event features classic, iconic artists with our inaugural concert headlined by Crystal Gayle
- Century Club – comprised of donors who are recognized for charitable contributions of \$100 or greater



## **Platinum Dragon Sponsor (\$10,000)**

### **ONE Platinum Dragon Sponsorship available**

- Up to Three team entries
- **Premier Sponsor** of the event – Name and logo will be displayed with top priority on banners, advertisements, website, T-shirts, and other promotional material. Business announced from the stage and radio ads
- Complimentary space for company exhibits or merchandising
- First choice of tent locations (bonus lot included...up to five continuous lots)
- One or more 10x10 tents provided (if needed)
- 8x10 team photo for all team members
- Pizza provided for Platinum Sponsor only to all entered teams
- Platinum Sponsor plaque to hang in front office

## **Gold Dragon Sponsor (\$5,000)**

- One Team Entry
- As a Gold Dragon Sponsor of the event – Name and logo will be prominently displayed on banners, advertisements, website, T-shirts, and other promotional material
- Complimentary space for company exhibits or merchandising
- Second choice of tent locations (lottery system for Gold Dragon Sponsors)
- One 10x10 tents provided (if needed)
- 5x7 team photo for all team members
- The ability to add a second team entry for half price (\$2500)

## **Silver Dragon Sponsor (\$2,500)**

- One team entry
- As a Silver Dragon Sponsor of the event – Name and logo will be displayed on banners, advertisements, website, T-shirts, and other promotional material
- Third choice of tent locations (lottery system for Silver Dragon Sponsors)
- 5x7 team photo for all team members

## **Bronze Dragon Sponsor (\$1,500)**

EARLY BIRD FOR THIS LEVEL ONLY \$1250 before 9/1/23

- One team entry
- Complimentary space for company exhibits or merchandising
- Fourth choice of tent locations (lottery system for Bronze Dragon Sponsors...may set a tent with the racing teams or with the vendors)



## Team Registration

### WAIVER AND RELEASE OF LIABILITY

READ BEFORE SIGNING SIGNATURE PAGE

**Event Name:** SHOALS DRAGON BOAT FESTIVAL

**Event Date:** October 14, 2023

**Price:** \$1,250 per team

In consideration of being allowed to participate in any way in the SHOALS DRAGON BOAT FESTIVAL, the undersigned acknowledges, appreciates and agrees that:

1. The risk of injury from the activities involved in this program is significant including the potential for permanent paralysis and death, and while particular rules, equipment, and personal discipline may reduce this risk, the risk of serious injury does exist; and,
2. I KNOWINGLY AND FREELY ASSUME ALL SUCH RISKS, both known and unknown, assume full responsibility for my participation; and,
3. I willingly agree to comply with the stated and customary terms and conditions for participation. If however, I observe any unusual significant hazard during my presence or participation, I will remove myself from participation and bring such to the attention of the nearest official immediately; and,
4. I, for myself and on behalf of my heirs, assigns, personal representatives and next of kin, hereby release and hold harmless the **Shoals Dragon Boat Festival, Shoals Scholar Dollars, Dynamic Dragon Boat Racing LLC, City of Florence Park and Recreation Department**; their officers, directors, officials, trustees, municipalities, agents, and/or employees, other participants, volunteers, sponsoring agencies, sponsors, advertisers, and, if applicable, owners and lessors of premises used to conduct the event (Releasees), with respect to any and all injury, disability, death, or loss or damage to person or property, whether arising from the negligence of the Releasees or otherwise.

**I HAVE READ THIS RELEASE OF LIABILITY AND ASSUMPTION OF RISK AGREEMENT, FULLY UNDERSTAND ITS TERMS, UNDERSTAND THAT I HAVE GIVEN UP SUBSTANTIAL RIGHTS BY SIGNING THIS AND DO SO VOLUNTARILY, WITHOUT INDUCEMENT.**

#### **FOR PARTICIPANT UNDER AGE OF 19 AT THE TIME OF REGISTRATION**

My Signature certifies that I, as parent/guardian with legal responsibility for this participant, do consent and agree to his/her release as provided above, of all the releases, and, for myself, my heirs, assigns, and next of kin, I release and agree to indemnify and hold harmless the Releasees from any and all liabilities incident to my minor child's involvement or participation in these programs as provided above, even if arising from the negligence of the Releasees, to the fullest extent permitted by law.



***Please sign the group Release of Liability Signature Page***

**WAIVER AND RELEASE OF LIABILITY SIGNATURE PAGE**

***\*All waivers must be signed prior to first practice. NO EXCEPTIONS!***

Name of Event: **Shoals Dragon Boat Festival**

Festival Date: **October 14 2023**

Practice Dates: **October 9-13, 2023**

Name of Team: \_\_\_\_\_

Team Captain Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Team Captain Signature: \_\_\_\_\_

Team Member Name (please print)	Signer has read and agrees to terms of waiver	Participant Signature (parent/guardian MUST ALSO SIGN if participant is under 19)
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Early bird discount of \$250 per team for Bronze Dragon Level  
if team is registered by September 1, 2023.  
A \$250 nonrefundable down payment is required to register and hold a  
team. Registration can be paid by:  
mailing a check, pay with credit card and fill out below  
OR by calling 256-764-4661  
Mail to: Shoals Scholar Dollars  
ATTENTION: DRAGON BOAT  
20 Hightower Place  
Florence, AL 35630

Contact name: \_\_\_\_\_ Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email address: \_\_\_\_\_

Amount: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Billing Address of Card: \_\_\_\_\_

\_\_\_\_\_

Code: Three digits on Back for Visa, Mastercard: \_\_\_\_\_

Four digits on front for AMEX \_\_\_\_\_