

SHOALS DRAGON BOAT FESTIVAL

Benefiting Shoals Scholar Dollars | October 14, 2022 | McFarland Park

SPONSORSHIP PACKET

WHAT IS DRAGON BOAT RACING?

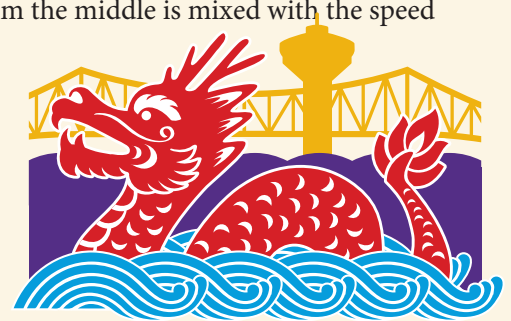
Dragon boat racing is the 8th fastest growing sport in the world and grows in popularity each year, with more than 50 million people in 63 countries participating. Teams of 20 paddlers, a drummer, and a steerer race in authentic Hong Kong-style, 46-foot-long dragon boats in this unique cultural event. 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 strokeers 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 —

THE HISTORY OF DRAGON BOAT RACING

According to legend, dragon boat racing originated in China more than 2,300 years ago. Chinese history describes the fourth-century B.C. as the Warring States period, a time of shifting alliances and treachery. The patriot and poet Qu Yuan championed political reform and truth as essential to a healthy state. The king, who had fallen under the influence of corrupt ministers, banished his most loyal counselor, Qu Yuan, from the kingdom.

Left to wander the countryside, Qu Yuan composed some of China's greatest poetry, expressing his fervent love and loyalty for his country and his deep concern for its future. Upon learning of his kingdom's devastation at the hands of a rival kingdom in 277 B.C., Qu Yuan threw himself into the Mei Lo River.

The people loved Qu Yuan. They raced out in their fishing boats to the middle of the river in a vain attempt to save him. They beat on drums and splashed their oars in the water, trying to keep the fish from his body and ward off evil spirits. To honor his soul and ensure it didn't go hungry, they scattered rice into the water.

Today, dragon boat races are primarily a form of amusement and fun while also highlighting the history and culture of this colorful event. Every year, people come together to pay tribute to this fallen statesman by paddling to the beat of their own drums.

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?

Students must apply for financial aid and all other scholarships available before receiving an SSD Scholarship. 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 history and current plan

SSD began in 2010 as a joint project of the Florence Rotary Club and Greater Shoals/Sheffield Rotary Club. The first scholarships to be awarded from SSD were awarded in 2014. In 2014 alone, 474 students applied to SSD, and SSD paid tuition for 155 students. A very large portion of students that apply and don't receive SSD scholarships receive federal funding that is sufficient enough to cover their entire student bill. Since 2014, students have participated in the Student Success Class, have passed a drug test, have been monitored for their progress, and have given 10 hours per year of community service. They have also chosen a 2 year career tech path or prepare for a 4 year degree. Of the 155 students, 80 have graduated as of December 2017. To date, SSD has assumed over \$630,000 for more than 600 students. During the Summer of 2016, SSD partnered with UNA to provide matched transfer scholarships as well. Beginning in the Fall of 2018, SSD will provide \$500 in scholarship per semester and UNA will match that to provide a total of \$1000 per semester scholarship funds to our students receiving full pell grants who have completed 4 semesters or attained an associate's degree at NW-SCC. This partnership with UNA is a needs based transfer scholarship.

Funds and expenses

A source of SSD funds comes from its Century Club, which is comprised of donors who are recognized for an annual gift of \$100 or more. SSD also hosts various fundraising initiatives during the year, ranging from banquets, auctions and benefit concerts to sporting events and cook-offs. Our current fundraising goals are to increase support of all our established fundraiser projects and to have every Shoals citizen participate in the Pay It Forward: Donate to Educate campaign, our monthly fundraiser at any Lauderdale or Colbert County bank or credit union, and to obtain support from the business community in the Shoals. The current cost to pay the tuition for our NW-SCC students is \$300,000 annually. Additionally, another \$100,000 will be needed to cover the cost of our UNA students.

This program is unique in the State of Alabama! Beginning in the ninth (9th) grade, Shoals students are offered a challenge to work hard to meet our criteria, which encourages them to give their best academic and behavioral efforts to achieve eligibility for our scholarship upon their graduation. The program assists them in determining eligibility based on family income for federal tuition assistance, bringing an infusion of cash to our community that would not have flowed through otherwise. All current national conversations about the economy include the issue of Workforce Development. The Shoals area can strengthen the foundation for economic success and shared prosperity by investing in Shoals Scholar Dollars which equips our students with the necessary technical and soft skills to enter and meet the needs of the local business community.

Education is the key component to job creation and Shoals Scholar Dollars creates jobs for the Shoals!



SPONSORSHIP PACKAGES

Platinum Dragon Sponsor (\$10,000)

Only ONE available

- Up to Four 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 contiguous lots)
- One or more 10x10 tents provided (if needed)
- Teams provided with an 8x10 photograph
- 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 tent provided (if needed)
- Teams provided with an 8x10 photograph
- The ability to add a second team entry for half price (\$500)

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)
- Teams provided with an 8x10 photograph

Bronze Dragon Sponsor (\$1,000)

- As a Bronze Dragon Sponsor of the event – Name and logo will be displayed on banners, advertisements, website, T-shirts, and other promotional material
- 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)

Contact name: _____ Business/Organization: _____

Address: _____ City: _____ State: _____ Zip code: _____

Phone number: _____ Email address: _____

Donation Amount: _____

Signature: _____ Date: _____

Please make checks payable to: Shoals Scholar Dollars

Mail this form and payment to:

Shoals Scholar Dollars 20 Hightower Place Florence, AL

35630 If you have any questions or concerns,

Please contact us at director@shoalscholardollars.com

256-764-4661

