

D.C. DUCK RACE

A Community Festival Presented By
The Rotary Club of Washington, D.C.

SPONSORSHIP 2018

CONTENTS

ABOUT THE DUCK RACE	1
WHERE YOUR DOLLARS GO	2
MEDIA ALERT	3
PRESENTING SPONSOR INFO	4
BIG QUACKERS SPONSOR INFO	5
PUDDLE DUCKS SPONSOR INFO	6
LUCKY DUCKS SPONSOR INFO	7
DUCKY SPONSOR INFO	8
KIDS' ZONE	9
MORE WAYS TO GIVE SUPPORT	10
HOW TO SPONSOR A DUCK	11

WWW.DCDUCKRACE.ORG





The Yards Park Overlooking the Anacostia River

The Rotary Club of Washington, D.C.'s Duck Race

is a fun event and festival that will bring the community together in support of local non-profits and organizations. In addition to prizes for the winning ducks, participants will enjoy music and other entertainment, food, activities and much more. More than 1,000 people have attended the Duck Race!

Members of the community will be able to purchase and "sponsor" ducks that will participate in a race on the historic Anacostia River in the exciting newly-developed Yards Park, thanks in part to a partnership with the Capitol Riverfront Business Improvement District (BID). This event is modeled on many successful events hosted by Rotary Clubs across the United States, and around the world. Funds will support community organizations. First prize is a 2-night or 3-day getaway for 2 at the beautiful Salamander Resort and Spa in Middleburg, VA or a Special Duck Worth \$1,000,000!*

**For every 3,333 ducks sponsored, one will be a Special Duck worth \$1 million if it comes in 1st place.*

Save the Date: May 26, 2018 at The Yards Park in Washington, D.C.

WHERE YOUR D.C. DUCK RACE FESTIVAL DOLLARS GO

The Rotary Club of Washington, D.C. is part of Rotary International, a humanitarian organization which embodies the spirit of "Service Above Self."

2

Our D.C. Duck Race has provided more than \$25,000 in funds to organizations that enhance the health, education and welfare of children each year!

The D.C. Rotary Club:

- Hosts career fairs for D.C. high school students
- Provides dictionaries to D.C. public and charter school 3rd graders
- Feeds the homeless every month in the nation's capital
- Manages an endowment for a regional youth organization
- Supports international projects through matching grants.

The Rotary Club of Washington, D.C. is very active in the local community. Funds also support international projects to fund education programs, clean water projects, critical medical aid and wellness, particularly concerning children through small business development. The Duck Race and related activities will account for a significant amount of our funding in 2018.

The D.C. Rotary joins Rotary Clubs throughout the world, which have dedicated resources towards making our planet Polio-free through Rotary International's signature cause, Polio Plus, supported with more than \$100 million by the Bill & Melinda Gates Foundation.

Visit us at www.dcrotaclub.org for more information on our Club and Foundation.

Ongoing updates and additional information on the Duck Race will be posted to the Duck Race Facebook page at www.facebook.com/DCDuckRace and at www.DCDuckRace.org.

On behalf of all those whose lives are touched by your support of the Rotary Club of Washington D.C.'s Duck Race...Thank You!

Mission and History

The Rotary Club of Washington, D.C. club was founded in June 1912 and we have been celebrating more than a century of **Service Above Self** in our local community and in the world.

Together with our club's Foundation, the Rotary Foundation of Washington, D.C., our club is involved in projects that give back to our local community and benefit those in need around the world. We plant new cherry trees around the Tidal Basin; play bingo with wounded warriors at Walter Reed National Military Medical Center; provide annual grants to more than 30 local nonprofits every year; host career fairs for DC high school students; hand out dictionaries to every 3rd grader in the public and charter schools of Washington, D.C., and feed the homeless every month in the Nation's Capital.

As the oldest club in the Nation's Capital, we welcome visitors from across the country and around the world every week at our meetings. Our unique position in Washington also allows us to attract world-class speakers, including Ambassadors and business, government, and nonprofit leaders. Our club meets Wednesdays at 12:30 p.m. at the University Club, 1135 16th Street, N.W.



PRESENTER SPONSOR \$20,000

- Naming Rights on the event (D.C. Rotary's Duck Race presented by Your Company)
- Recognition on all marketing materials for Duck Race including (but not limited to): event signage on site, promotional posters and flyers, press releases and all paid advertisements
- First right of refusal of sponsorship for 2019 Duck Race
- "Big Duck" display at your place of business on an agreed upon schedule
- Speaking opportunity at the Duck Race, Festival Day
- Lead up event inclusion (example: Sponsor ONLY Site Tour and Happy Hour)
- Banner at the Duck Race Site Entrance and Exit
- Prominent billing in thank you ads and letters
- Premium exhibitor space throughout the Duck Race
- Opportunity to present at a Rotary Club meeting (up to five minutes)
- Logo inclusion as Presenting Sponsor on D.C. Rotary Club website and the Duck Race website
- (10) Sponsored Ducks for the Race



'BIG QUACKERS' SPONSOR \$10,000

- Recognition in select advertising and on premiere event signage: all paid advertising, and event banners, posters and flyers
- Acknowledgement in select social media outreach
- Discounted Exhibitor Fees at the Race
- Listing as a sponsor on the DC Rotary and DC Duck Race websites
- Opportunity to participate in Sponsor's Lead-up events (such as sponsor ONLY site tour and social)
- An opportunity to speak at "The Duck Race Press Conference" leading up to the Duck Race
- (5) Sponsored Ducks for the Race

'PUDDLE DUCKS' SPONSOR \$5,000

- Recognition in select advertising and on premiere event signage: all paid advertising, and event banners, posters and flyers
- Acknowledgement in select social media outreach
- Discounted Exhibitor Fees at the Race
- Listing as a sponsor on the DC Rotary and DC Duck Race websites
- Opportunity to participate in Sponsor's Lead-up events (such as sponsor ONLY site tour and social)
- (2) Sponsored Ducks for the Race

'LUCKY DUCK' SPONSOR \$2,500

- Recognition in select event site signage and event posters
- Acknowledgement in select social media outreach
- Discounted Exhibitor Fees at the Race
- Listing as a sponsor on the DC Rotary and DC Duck Race websites
- Opportunity to participate in Sponsor's Lead-up events (such as sponsor ONLY site tour and social)
- (2) Sponsored Ducks for the Race

DUCKY SPONSOR \$1,000

- Recognition in select event site signage
- Acknowledgement in select social media outreach
- Discounted Exhibitor Fees at the Race
- Listing as a sponsor on the DC Rotary and DC Duck Race websites
- (2) Sponsored Ducks for the Race

**Please note that all 'Sponsored Race Ducks' for Corporate Sponsors are to be given to Company employees and/or their families for inclusion in the race. How this is determined is entirely up to the Company. A Corporation itself is prohibited from participating.*

The Kids' Zone

The Kids' Zone offers a unique opportunity for a sponsor to showcase interactive and engaging activities for all ages of children!

Kids Zone Title Sponsor \$2,500

- Naming Right for the "Kids' Zone"
- Guaranteed onsite space
- First rights of refusal of KZ title sponsorship for 2019 Duck Race
- Ducky Sponsor level marketing benefits

Kids Zone Sponsor \$1,500

- Limited onsite space (while supplies last)
- First right of refusal of KZ sponsorship for 2019 Duck Race

Kids Zone Sponsor \$500

- Onsite presence
- First right of refusal of KZ sponsorship for 2019 Duck Race



MORE WAYS

TO GIVE SUPPORT

In addition to sponsoring the Duck Race in its second year, the Rotary Club of Washington, D.C. would appreciate your support in getting the word out about this fun event.

10

Additional Sponsorship Opportunities

Benefits and Details may be provided upon request.

STARTING LINE SPONSOR

Naming rights as STARTING LINE presented by your company

FINISH LINE SPONSOR

Naming rights as FINISH LINE presented by your company

DOG PARK SPONSOR

Naming rights as Duck Race Dog Park presented by your company

Our on-site audience will reach upwards of 1,000 with hundreds of thousands of additional individuals reached through efforts on our website and via partners.

INKIND SPONSORS If your organization would like to provide in-kind support (such as donating rubber booms for the duck race) or target your giving to a specific need (such as renting generators), please let us know at: office@dcrotaryclub.org.

If your organization uses social media, please consider regularly sharing our Duck Race messages from these social media accounts:

 [Facebook.com/DCDuckRace](https://www.facebook.com/DCDuckRace)

 [Instagram.com/DCDuckRace](https://www.instagram.com/DCDuckRace)

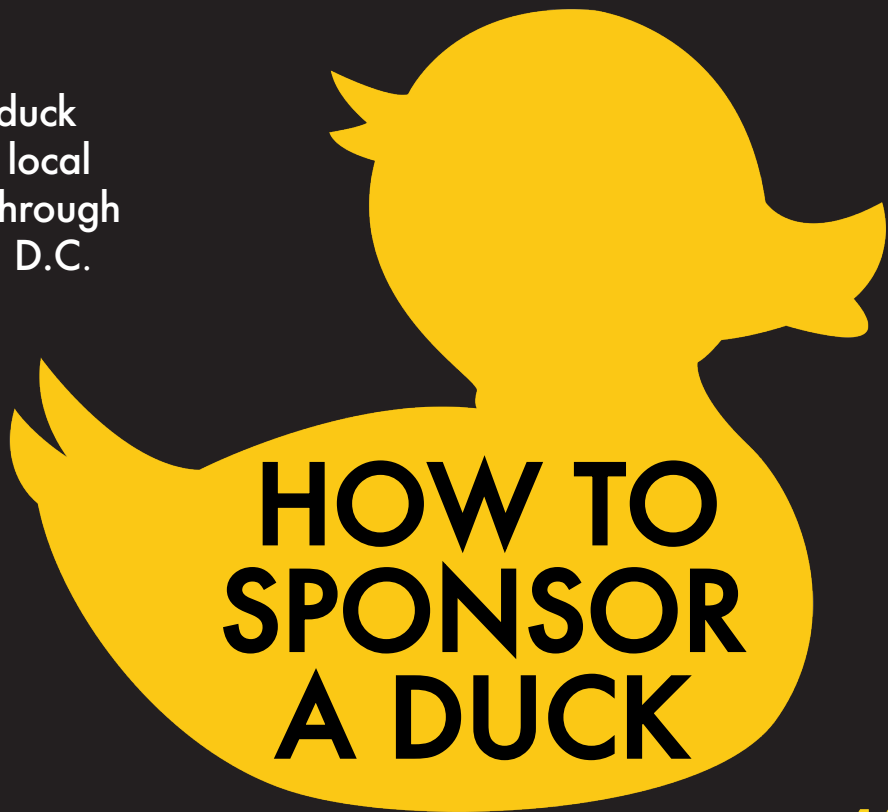
 [Twitter.com/DCDuckRace](https://twitter.com/DCDuckRace) #DCDuckRace

For more information on sponsorship opportunities, email **Lisa G. McCurdy** at dcduckrace@dcrotaryclub.org or lgmccurdy@thewealthcounselor.com.

Proceeds from the purchase of duck sponsorships will fund grants to local organizations and much more through the Rotary Club of Washington, D.C.

Sponsor a duck at
www.dcduckrace.org

Thank you for your support of the inaugural D.C. Duck Race! We look forward to seeing you May 26, 2018 at The Yards Park!







The Yards Park, Washington, D.C. 13



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Marcia Dyson & Glen O'Gilvie 2018 D.C. DUCK RACE CO-CHAIRS