

# DRAGON BOAT FESTIVAL

**AUGUST 22, 2026**

**EST. ATTENDANCE: 3,000**

The Rowan Chamber Dragon Boat Festival is the largest annual spectator event on High Rock Lake in Salisbury, N.C., featuring competitive 300-meter dragon boat races, local food trucks, vendors, and family-friendly activities. Held at the Rowan Shrine Club, it serves as a major community team-building and fundraising event.

## **GOLD - \$10,000**

- Top Recognition in all Dragon Boat related promotions including news releases
- Company logo on Dragon Boat, event signage, banners, t-shirts, advertising, and social media
- Exclusivity within business category with 10' x 10' booth space for merchandising
- Reserved premium placement for 10' x 10' branded tent with lakeside viewing
- Dragon Boat team for 20 paddlers + one drummer included (\$1,500 value)
- Five Sponsor parking passes
- Ten invitations into the Chamber Hospitality tent, with complimentary drink tickets and Shrine Club building access
- Public address announcements during event featuring your name and messaging
- Access to the Rowan Shrine Club indoor area (air conditioned and flushing toilets)

## **SILVER - \$5,000**

- Company logo on Dragon Boat, event signage, banners, t-shirts, advertising, and social media
- Reserved secondary placement for 10'x10' branded tent with lakeside viewing
- Dragon Boat team for 20 paddlers + one drummer included (\$1,500 value)
- Three Sponsor parking passes
- Six invitations to the Chamber Hospitality tent with complimentary drink tickets
- Public address announcements during event featuring your name and messaging
- Company name recognition in all Dragon Boat related promotions
- Access to the Rowan Shrine Club indoor area (air conditioned and flushing toilets)

## **BRONZE - \$2,500**

- Company name on all Dragon Boat materials
- Reserved third spot placement for branded 10'x10' tent with lakeside viewing
- Dragon Boat team for 20 paddlers + one drummer included (\$1,500 value)
- One Sponsor parking pass
- Two invitations to the Chamber Hospitality tent with complimentary drink tickets
- Public address announcements during event featuring sponsors' name
- Access to the Rowan Shrine Club indoor area (air conditioned and flushing toilets)

## **COMMUNITY - \$1,000**

- One sponsor parking pass
- Two invitations to the Chamber Hospitality tent with complimentary drink tickets
- One vendor space
- Access to the Rowan Shrine Club indoor area (air conditioned and flushing toilets)

