



**Severn  
Hospice**  
*here and at home*

# Dragon Boat Festival 2025

## Sponsorship opportunities

Saturday 19 and Sunday 20 July

Pengwern and Shrewsbury School boat clubs

Registered Charity 512394



Registered with



FUNDRAISING  
REGULATOR

## **You can now jump on board and sponsor the 2025 Severn Hospice Dragon Boat Festival.**

Join our flagship event and race for glory, while supporting us to care for families who need us.

**When?** Saturday 19 and Sunday 20 July 2025

**Where?** Pengwern and Shrewsbury School boat clubs SY3 7BD

For more than 20 years we have hosted the largest dragon boat festival on the River Severn, attracting thousands of people every year. And with more than 50 teams competing across the weekend and almost 2,000 spectators, it is a great way to promote your brand to thousands across the region, while offering amazing interaction and networking opportunities with other businesses.

### **PRINCIPAL SPONSOR**

**£3,000 each day**

#### **You will receive:**

- One Dragon Boat team on either Saturday or Sunday
- Acknowledgement in Dragons event press releases and communications with local media, including newspaper and radio
- Logo on a 40ft dragon boat for the weekend, seen by 1,000+ participants each day and the spectators across the events zone and across the Quarry
- One full-page advert in the event pack, distributed to more than 50 teams
- One company-led LinkedIn post and two additional LinkedIn posts. Three mentions on our other social media channels (e.g. Facebook 19.4k followers; Instagram 2.9k; X 7.6k; LinkedIn 874)
- Feature story, with logo, on the '*Dragons 25 – Everything you need to know*' page of our website
- Logo printed on promotional materials, such as:
  - Event posters – displayed within the local community and in our 32 charity shops across Shropshire, Telford & Wrekin and Mid Wales: approximately 23,000 shop visitors every week
  - Participant packs
  - Promotional banners
- Acknowledgement in all communications with event participants leading up to and after the event
- Opportunity for a representative from your company to award the winner's trophy on the day
- Announcements over the PA during the event
- Opportunities to display branding around the event site, including, but not limited to, vinyl banners and feather flags. These will be provided by you and put up prior to the event and will be seen across the event site. They will also be visible from the Quarry

## **MEDAL SPONSOR**

**£1,500 each day**

### **You will receive:**

- Logo on each medal ribbon, presented to 1,000+ participants
- Acknowledgement on the event sponsors' page in the event pack, distributed to more than 50 participating teams
- Company name, and logo, displayed on the '*Dragons 25 – Everything you need to know*' page of our website
- One company-led LinkedIn post and one additional LinkedIn post. Two mentions on our other social media channels (e.g. Facebook 19.4k followers; Instagram 2.9k; X 7.6k; LinkedIn 874)
- Opportunity for a representative to hand out the medals to participants on each day

## **BOAT SPONSOR**

**£1,250 per boat**

### **You will receive:**

- Logo displayed on a 40ft dragon boat for the weekend, seen by 1,000+ participants each day and the spectators across the events zone and across the Quarry
- Company name and logo displayed on the '*Dragons 25 - Everything you need to know*' page of our website
- One company-led LinkedIn post and one mention on our other social media channels (e.g. Facebook 19.4k followers; Instagram 2.9k; X 7.6k; LinkedIn 874)
- Acknowledgement on the event sponsors' page in the event pack, distributed to more than 50 teams

## **FANCY DRESS COMPETITION SPONSOR**

**£500**

### **You will receive:**

- Logo on trophies for winners on Saturday and Sunday
- Opportunity for a representative to choose the winning team and present the trophy (Saturday and Sunday)
- One company-led LinkedIn post
- Logo on winner's certificate

The precise benefits available to you will be dependent on when your sponsorship is secured but we would of course agree this in discussion with you. We can also help you achieve your corporate social responsibility with many volunteering opportunities for your staff on either day of the event.

Severn Hospice provides specialist palliative care and emotional support for families living with an incurable illness. We are there through the good days and bad days because we believe that when a cure is no longer possible, care is.

Since 1989, we have given free care and support to more than 48,000 patients and their loved ones during their time of greatest need.

Our hospice is part of health services offered to people living in Shropshire, Telford & Wrekin and Mid Wales but we are not part of the NHS. We are a completely independent charity, having to raise around two-thirds of our running costs.

Funding has never been more challenging. All of the care we provide to thousands of local people is only possible thanks to the generous support we receive from the communities we serve.

## Our supporters

We would love for you to support us on our biggest event of the year.

If you would like to discuss any of the above opportunities, please get in touch with Jenny Bean, or come and visit us and see the difference our care makes.

Email [Jennybe@severnhospice.org.uk](mailto:Jennybe@severnhospice.org.uk)

Phone 01952 221351



**Follow us**  
**severnhospice.org.uk**

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We're incredibly proud to support the communities we're part of and the amazing work of Severn Hospice  
TSB”