

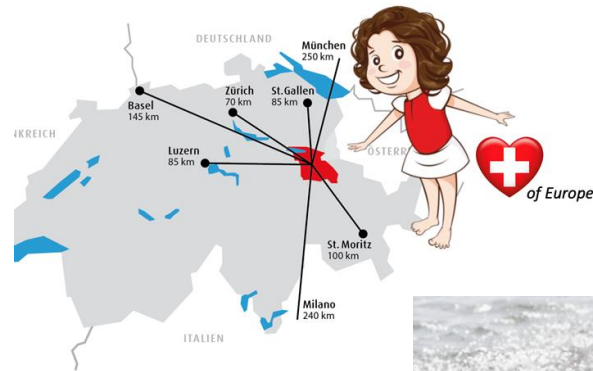


# Invitation

Dragon Boat Festival 2025  
& Long-Term Brand Residency at  
IAK Culture Village, Switzerland



Resort Walensee, Switzerland  
May 31 - June 1, 2025 (Dragon Boat Festival)  
June 1, 2025 – May 31, 2026 (Brand Residency)



# Event Overview

## Embracing Tradition & Innovation

- 🌐 The **Dragon Boat Festival 2025** brings together culture, competition, and community in an exhilarating event at the scenic **Resort Walensee, Switzerland**.
- 🏡 **Resort Walensee** serves as the perfect host venue, offering world-class hospitality and an immersive cultural experience.
- 🏠 The **IAK Culture Village & International Health Retreat Center** aim to establish a long-term platform for cultural exchange, wellness, and sustainability.

### 👜 Benefits for Sponsors & Brands:

- **Unparalleled Brand Exposure** at an elite cultural and sporting event.
- **Luxury & Lifestyle Integration** within a high-end Swiss resort.
- **Access to a Premium Audience** of corporate leaders and cultural influencers.
- **Opportunities for Extended Engagement** through the **Brand Residency Program**.





# Dragon Boat Festival Sponsorship Packages

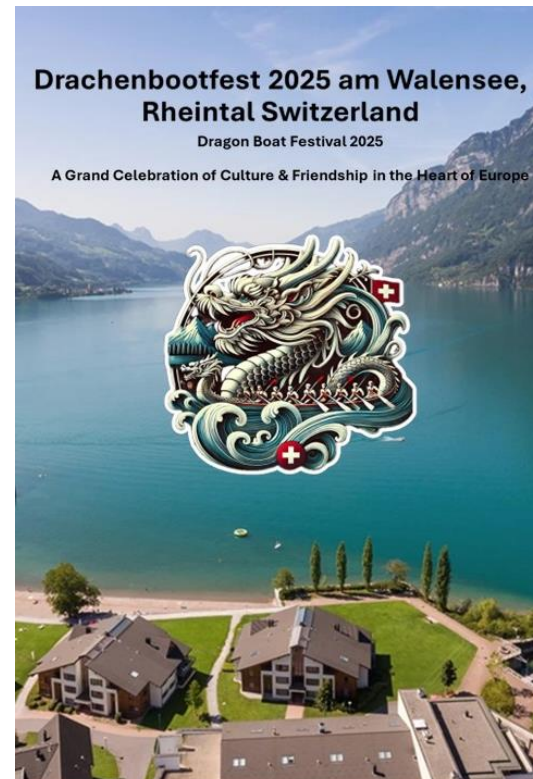
**Exclusive Sponsorship Opportunities (May 31 - June 1, 2025)**

## Sponsorship Packages

(Based upon the design and size of the boat, Includes naming rights, custom boat design, full brand exposure, social media promotion, etc.)

- Gold Sponsorship Package:** CHF 25,000
- Silver Sponsorship Package:** CHF 15,000
- Bronze Sponsorship Package:** CHF 8,000

This customized sponsorship plan not only elevates the sponsor's brand image but also offers unique marketing opportunities through deep integration with the event. Further customization can be provided based on the sponsor's specific needs.





# Dragon Boat Festival Sponsorship Packages

## Details of Dragon Boat Customization and Naming Rights

### 1. Dragon Boat Naming Rights

- **Sponsorship Name & Dragon Boat:** Sponsors can acquire the naming rights for a dragon boat, with the sponsor's brand logo and name displayed on the boat.
- **Priority Exposure:** The dragon boat will receive priority exposure in all promotional materials, media coverage, and event live broadcasts.

### 2. Custom Dragon Boat Design

- **Boat Aesthetic Customization:** Sponsors can participate in the design of the dragon boat's appearance, ensuring it reflects their brand personality.
- **Personalized Elements:** Customization options include decorations, flags, and slogans on the boat, increasing brand visibility.

### 3. Brand Collaboration & Promotion

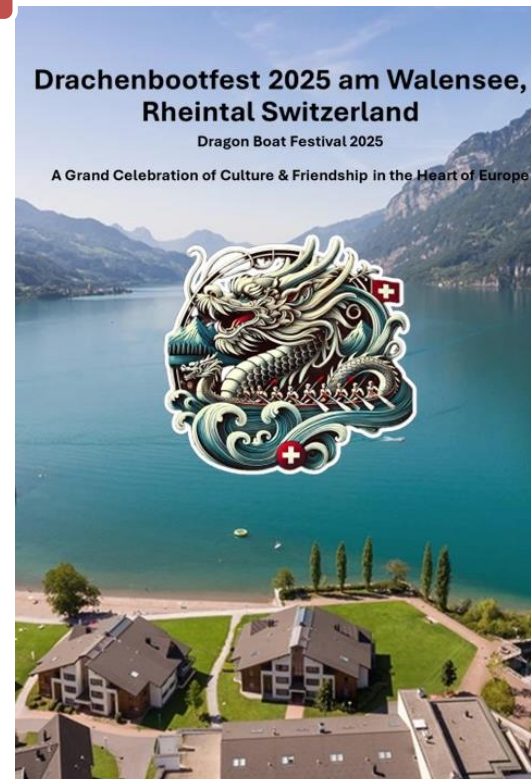
- **Brand Display:** At the event, the dragon boat team members can wear uniforms with the sponsor's logo, enhancing brand exposure.
- **Social Media Promotion:** During the event, sponsors can benefit from social media promotion, including live broadcasts, pre- and post-event videos, and interactive content across platforms like Weibo, Instagram, Facebook, etc.

### 4. Exclusive Sponsorship Benefits

- **Exclusive Sponsorship:** A single sponsor can hold exclusive naming rights and custom design privileges for a dragon boat, with additional perks such as exclusive access, media releases, and VIP seating at the event.
- **VIP Treatment:** Sponsors receive VIP seating, special guest services, and enhanced brand recognition at the event.

### 5. Customized Prizes & Gifts

- **Branded Gifts:** Sponsors can provide customized prizes for participants or offer commemorative gifts related to the dragon boat theme, such as special edition brand merchandise or souvenirs.
- **Award Naming Rights:** Sponsors can name specific awards (e.g., "Best Team Award"), further enhancing their brand's involvement.





# Extended Brand Residency Packages

Long-Term Brand Residency (June 1, 2025 – May 31, 2026)

- 1. 🏆 Exclusive Brand Residency Package – CHF 50,000**
  - Product showcase at **Resort Walensee, IAK Culture Village, International Health Retreat Center, and Fashion Lifestyle Gallery**
  - VIP access for **10 guests per month**
  - Comprehensive **marketing & promotional support**
- 2. 🏆 Premium Brand Residency Package – CHF 30,000**
  - Product showcase at **Resort Walensee**
  - VIP access for **5 guests per month**
  - Marketing support across resort channels
- 3. 🏆 Standard Brand Residency Package – CHF 15,000**
  - Product display at **Resort Walensee**
  - VIP access for **2 guests per month**
  - Monthly recognition in resort materials







# Custom Sponsorship & Exhibition Options

## Tailored Sponsorship Solutions:

We customize packages to align with your brand's goals and budget.

1.  **Flexible Exhibition Packages:** Options include premium placements, targeted marketing, and extended event visibility.
2.  **Pricing:** Available upon request based on your scope of partnership.



# Benefits of Partnering with Us

## ★ Why Sponsor the Dragon Boat Festival 2025?

- ✓ **Exclusive Brand Exposure to high-net-worth visitors, corporate leaders, and media representatives.**
- ✓ **Luxury Product Showcase at a premium Swiss venue, ensuring long-term engagement.**
- ✓ **VIP Networking Opportunities with decision-makers and global influencers.**
- ✓ **Increased Market Reach with sustained presence at Resort Walensee and participation in the IAK Culture Village & International Health Retreat Center.**






## Contact & Next Steps



 Tailored sponsorship, partnership and exhibition options available

 Sponsorship & Product Submission Deadline:  
April 6, 2025

 Contact:

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office@paradiesrheintal.com

Thank you for considering this exceptional opportunity!

<https://www.paradiesrheintal.com/> oder  
<https://www.iak-switzerland.org/>