

## **Sponsorship Opportunities – Dragon Fury 2025**

### **Event Overview**

The Dragon Fury 2025 will unite athletes, fans, and communities in a world-class celebration of endurance, sportsmanship, and unity. Scheduled for 6 September 2025, this event promises high-octane competition, vibrant community engagement, and national attention.

With Yudruk proudly secured as the Title Sponsor, we are now inviting select brands to join us as premium partners in shaping one of the most anticipated sporting events of the year.

The Dragon Fury offers an exceptional platform for brands to connect with a passionate audience, elevate visibility, and demonstrate their commitment to health, fitness, and community values.

### **Why Partner ?**

- **High-Impact Brand Exposure** – Presence across all event touchpoints including physical venues, broadcast/streaming coverage, and digital channels.
- **Audience Reach** – Thousands of live spectators, nationwide media coverage, and targeted online campaigns.
- **Brand Association** – Alignment with values of endurance, teamwork, determination, and national pride.
- **Community Engagement** – Direct interaction with athletes, fans, and local communities.

## **Sponsorship Opportunities & Investment**

### **A. Platinum Partner – Nu.500,000**

#### **Exclusive Benefits:**

- Category exclusivity within your industry.  
Prominent logo placement on:
  - Athlete bibs and jerseys
  - Event start/finish line arches

- Main stage backdrops and press boards
- Dedicated mention in all press releases and media interviews.
- Premium booth space at the event for activation and sampling.
- 10 VIP passes with hospitality access.
- Inclusion in all digital promotions, including website, social media, and newsletters.
- Opportunity to present awards on stage.

## **B. Gold Partner – Nu. 300,000**

### **Benefits:**

- Logo placement on:
  - Selected event banners and stage panels
  - Athlete bibs (secondary positioning)
- Inclusion in press releases and event announcements.
- Booth space at the event for sampling/engagement.
- 6 VIP passes with hospitality access.
- Digital presence across event platforms.

## **C. Silver Partner – Nu. 200,000**

### **Benefits:**

- Logo placement on selected on-site branding locations.
- Mention in digital event promotions.
- Booth space for product display (shared area).
- 4 VIP passes.

## **Additional Partnership Categories**

- **Official Beverage Partner** – Branding on all refreshment points and athlete hydration zones.
- **Official Hospitality Partner** – Branding in VIP areas, catering menus, and guest hospitality lounges.
- **Official Technology Partner** – Logo presence on timing systems, result boards, and digital platforms.
- **Official Apparel Partner** – Co-branding on staff uniforms and athlete kits.

# Media & Promotional Reach

- **Digital Marketing:** Dedicated social media campaigns, influencer collaborations, and email marketing.
- **Media Coverage:** Press releases distributed to national and regional media outlets, TV and radio interviews.
- **On-Ground Visibility:** Banners, booths, product placements, and interactive zones at the event site.