



HONG KONG DRAGON BOAT FESTIVAL

2026



WHERE UNITY MEETS TRADITION ON THE WATER!

SPONSORSHIP AND TEAM REGISTRATION INFORMATION

Presenting Sponsor



HONG KONG ECONOMIC & TRADE OFFICE
New York

SEPTEMBER 12, 2026 LAKE LANIER OLYMPIC PARK GAINESVILLE, GA



WHERE UNITY MEETS TRADITION ON THE WATER!

We are thrilled to host the 29th Annual Atlanta Hong Kong Dragon Boat Festival on September 12, 2026, at Lake Lanier Olympic Park. As one of the Southeast's premier cultural and sporting events, this festival unites people of all backgrounds for an unforgettable day of high-energy dragon boat races, vibrant performances, and immersive cultural experiences.

Why Participate?

- Build Team Spirit – Strengthen collaboration and leadership in an exciting, high-energy environment.
- Celebrate Community – Experience cultural performances, international cuisine, and a welcoming atmosphere.
- Support a Cause – A portion of proceeds supports local charities and non-profit initiatives.
- Compete and Have Fun – Race in 10-seat and/or 20-seat boats with your colleagues, friends, or fellow competitors!

2025 STATS AT A GLANCE



SPECTATORS
Over 8,000



TEAMS
75



PADDLERS
1,665

PARTICIPANT SPONSORSHIP



2026

BECOME A SPONSOR

Sponsorship offers valuable brand exposure to a diverse and engaged audience while supporting an event that fosters teamwork, community connection, and intercultural appreciation, all while celebrating the richness of Asian culture.

Sponsoring this event offers high-impact brand exposure, meaningful connections with a diverse and engaged audience, and an opportunity to showcase your commitment to community engagement and cultural appreciation. This is more than a race—it’s a celebration of unity, tradition, and teamwork. Align your brand with this iconic event and join the celebration!

PARTICIPANT SPONSORSHIP LEVELS

All of the participant sponsorship levels below (Bronze-Platinum) include the right to distribute corporate memorabilia, the right to identify the team with branded shirts, hats, etc., logo placement on the website and digital boards, and the right to banner placement at your team tent.

BRONZE SPONSORSHIP

\$2,250

- One team registration with one practice session

SILVER SPONSORSHIP

\$4,000

- Two team registrations, each with one practice session
- Exclusive tent setup with tables and chairs provided
- Social media promotion (one dedicated post)
- Two 30-second PA announcements during the event
- Two VIP parking passes

GOLD SPONSORSHIP

\$7,500

- Three team registrations, each with one practice session
- Exclusive tent setup with tables and chairs provided
- Banner placement at event site (three total, two in prominent locations chosen by the organizing committee)
- Social media promotion (two dedicated posts)
- Three 30-second PA announcements during the event
- Three VIP parking passes
- Three VIP lounge passes with complimentary snacks, lunch, and beverages
- Personalized Event Support: A dedicated event liaison to assist with all your needs before and during the event.



PARTICIPANT SPONSORSHIP



2026

PLATINUM SPONSORSHIP

\$10,000

- Four team registrations, each with one practice session
- Exclusive tent setup with tables and chairs provided
- Banner placement at event site (four total, two in prominent locations chosen by the organizing committee)
- Social media promotion (three dedicated posts)
- Four 30-second PA announcements during the event
- Logo placement on website and digital boards (secondary to Patron Sponsor)
- Guest of Honor role for Eye Dotting Ceremony (7 a.m.)
- Guest of Honor/Speaker at Opening Ceremony (Noon)
- Complimentary ice for team tent
- Exclusive option to pre-order beverages for convenience
- Four VIP parking passes
- Four VIP lounge passes with complimentary snacks, lunch, and beverages
- Logo featured on event poster and marketing materials
- Brand exclusivity in your industry
- Personalized Event Support: A dedicated event liaison to assist with all your needs before and during the event.

ADDITIONAL REGISTRATIONS

Each entry below receives one team registration, one practice session, the right to distribute corporate memorabilia, banner placement at the team tent, and the right to identify the team with branded shirts, hats, etc.

NON-PROFIT ORGANIZATIONS

\$1,500

FIRST RESPONDERS

\$1,000

COLLEGIATE

\$750

HIGH SCHOOL

\$500

BREAST CANCER TEAMS

\$500

ALL CANCER TEAMS

\$500

Please note: Although we do not list a discount for out-of-state teams, we do work with those teams individually as they incur additional travel costs. If you are an out-of-state team, please contact us to discuss further.

TENT RENTAL

If your team would like to rent a 10' x 10' tent, tables, and chairs outside of your sponsorship or registration, please contact our official vendor, Anderson Tent and Event LLC, at 678-909-8855. Be sure to mention the 2026 Atlanta Hong Kong Dragon Boat Festival when placing your order. For tents larger than 10' x 10', prior approval from the Festival Committee is required.

BOAT SIZES AND DIVISIONS



2026

PICK YOUR BOAT SIZE AND DIVISION

We are excited to be offering the option of both 20-seat and 10-seat boats. We have limited spaces available for the 10-seat boats. We have 30 slots available. First come, first served! If you sponsor at Silver level or above (multiple teams), you have the option of choosing either all 20-seat boats, all 10-seat boats, or a combination of the two. There is a 2,000 lb weight limit for the 10-seat boats. Medals are awarded for each division (Gold, Silver, and Bronze) and for each boat size.

All teams must provide their own drummer (any gender); this is in addition to the number of paddlers. We provide everything else you need—steerer, boat, paddles, and personal flotation devices. Each paddler must be able to swim 100 meters wearing light clothing. It is the responsibility of the organization, the Team Captain/Team Manager, or the individual entering a crew to ensure that all members of the crew comply with this rule.

Competitive or club teams do have the option of using their own steerer; they must be approved in advance by our Festival Coach.

10 SEAT BOATS

- Accommodates 10 paddlers
- Must have a minimum of 8 paddlers
- Two alternate paddlers can be added

10 SEAT RACE DIVISIONS

- Open-Men - all paddlers male
- Open-Women - all paddlers female
- Open-Mixed - minimum of 4 female paddlers
- Recreational
- Manufacturing

Please note: We do have the leisure of including additional divisions if enough interest is expressed to field a division (three teams) such as Senior B- all paddlers over 50. Please contact us to further discuss.

20 SEAT BOATS

- Accommodates 20 paddlers
- Must have a minimum of 16 paddlers
- Four alternate paddlers can be added

20 SEAT RACE DIVISIONS

- Open-Women - all paddlers female
- Open-Men - all paddlers male
- Open-Mixed - minimum of 8 female paddlers
- Breast Cancer - minimum of 14 paddlers who are cancer survivors
- All Cancer - all paddlers must have been diagnosed with cancer, any age or gender
- Recreational
- Manufacturing
- Financial
- Law
- First Responders
- High School
- Collegiate
- International
- Southeast Asia

NON-PARTICIPANT SPONSORSHIP



2026

We're excited to offer exclusive sponsorship opportunities for this year's event—no team required! This is a great way to showcase your brand and support the event without participating in the competition. Please contact us directly to sponsor the following:

COMMUNITY SPONSOR

\$1,000

- Banner placement on-site (no larger than 3 x 5 - you provide)
- Option to have a company hand-out included in the registration package
- One 30-second ad to be read over the PA system
- 10x10 vendor space on plaza

PREMIER SPONSOR

\$1,500

- Banner placement on-site (no larger than 3 x 5 - you provide)
- Logo placement on LED display screen(s)
- Option to have a company hand-out included in the registration package
- Two 30-second ads to be read over the PA system
- 10x10 vendor space on plaza

FINISH LINE SPONSOR

\$1,500

- Logo placement on LED display screen(s)
- Signage displayed at finish line
- Two 30-second ads to be read over the PA system
- One member of your organization will make a 30 second sound byte over the PA system and ask the starter to begin the final race

AWARDS CEREMONY SPONSOR

\$2,000

- Logo displayed at the awards ceremony
- One member of your organization will help present awards
- Logo placement on LED display screen(s)
- Two 30-second ads to be read over the PA system

FOOD COURT SPONSOR

\$2,500

- Ability to stage signage at the food tent
- Provide promotional items to festival participants
- Ability to decorate tables/tent showcasing your brand
- Two 30-second ads to be read over the PA system

Please note: Some information is subject to change as we develop additional opportunities to strengthen and expand the event.

ABOUT US



2026

MISSION

The Atlanta Dragon Boat Festival Inc. is a 501(c)(3) non-profit organization dedicated to promoting intercultural understanding, community connection, and shared celebration through the sport of Dragon Boat racing. Our mission is to bring together people of all backgrounds to experience teamwork, cultural exchange, and the vibrant traditions that shape our diverse communities.

LEADERSHIP

Tracy Barth is the dedicated Festival Director of the Atlanta Hong Kong Dragon Boat Festival, bringing years of experience and passion to the event. Her journey with the festival began in 2009, when she first joined as a volunteer, contributing in various capacities and gaining invaluable hands-on experience. In 2016, Ms. Barth began working closely with Chairman Gene Hanratty, shadowing him to gain a deep understanding of the festival's operations. Her commitment and expertise led to her taking over the helm in 2019, when she officially took on the role of Festival Director, overseeing all aspects of the festival's planning and execution.

Beyond the Dragon Boat Festival, Ms. Barth has played a key role in organizing canoe and kayak events for the Canadian and USA Olympic Team Trials, further showcasing her expertise in managing large-scale sporting events. Her leadership ensures the continued success and growth of this vibrant cultural and athletic celebration.

Gene Hanratty is a distinguished career Army Infantry officer, having served 20 years with multiple combat tours. Following his military service, he transitioned into international business and economic development, bringing his leadership and strategic expertise to new arenas. In August 1994, Mr. Hanratty was appointed Executive Director of the Korea-Southeast U.S. Chamber of Commerce, where he played a pivotal role in strengthening economic ties between Korea and the Southeastern United States. Simultaneously, he was retained by the Hong Kong Economic and Trade Office - New York as their Southeast U.S. Coordinator and Senior Consultant, further expanding his influence in fostering global partnerships.

That same year, as part of his responsibilities with the Hong Kong Economic and Trade Office, Mr. Hanratty founded the Hong Kong Dragon Boat Festival in Atlanta. Under his leadership, the festival has grown into one of the premier cultural and sporting events in the region. Today, he serves as Chairman of the Board for the Hong Kong Dragon Boat Festival - Atlanta, continuing his commitment to cultural exchange, community engagement, and international collaboration.

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