



Philadelphia International Dragon Boat Festival
Schuylkill River
Saturday, October 3, 2009

The first Philadelphia International Dragon Boat Festival was held in 2002 and has grown to become the largest festival of its kind in all of North America, hosting 152 teams (over 4,000 paddlers) in 2008. The festival is a one-of-a-kind event that brings together diverse groups of our community from corporate CEO's to charity volunteers, families and friends. The day's festivities also include team hospitality tents, cook-outs, activities for kids and more.

Pricing: On-site exposure ranges from \$1,500 depending on setup size.

Attendance: 4,000 paddlers and 15,000 spectators.

Demographics: corporate professionals, adults and families

Time: 8am – 5:30pm, setup at 6am.



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