

Sponsors and New Uniforms

Cirina...Although some may have considered them stylish, a number of us new paddlers thought the old, purple and turquoise team singlets were a fashion no-no.



Photos Forever

With the go-ahead from the Dragonboat committee we took it upon ourselves to upgrade the team strip. With help from the ever talented EW Comms team a new, fierce logo was designed. Rachel searched high and low at different uniform and printing shops and found the right style and price to suit our team...



Photos Forever



Malene...After Rachel and Cirina had decided on a suitable uniform design and deliverer, Cirina and I patiently walked the streets of Hamilton East, using our female charms to persuade middle-aged balding business men (OK, that wasn't all of them) to part with their money. We wore tight tops and short skirts, and batted our eyelids (especially to the guy at the menswear shop, who kept asking us to come back, I think they get a bit bored in there), and eventually came up with all the goods! One good sponsor was my husband's company, I won't reveal how I got that money... The sponsorship experience is a lasting one, as the guy in the pharmacy as well as the car mechanic keeps asking me how much we're training, and whether we are still winning etc., so it is kept fresh in my mind. And don't let anyone forget that Rocket Café, who receives probably about 90% of its business from EW, decided that they couldn't part with even \$50 to support us, whereas Indulge Café gave us more than plenty (I know where I'll have my coffee in the future)...

Cirina...So we were greatly supported by the Hamilton East local businesses whose contributions helped us provide the stylish, new look. As always the generous management at Eastside Tavern provided the Tui T-shirts for the team to wear when we weren't paddling. We all received many positive comments about the new uniform and the team looked and felt unified.

