

SPACE COAST TRIATHLETES

HEALTH FIRST HEALTH PLANS 2010 TRIATHLON

SPONSORSHIP PACKET

P.O. BOX 360882 MELBOURNE, FL
32936

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INTRODUCTION

Thank you for considering sponsorship of the Health First Health Plans 2010 Triathlon.

Who we are:

We are a local triathlon club. The Space Coast Triathletes. The club now consists of more than 90 members ranging in ages from 20-65. We are teachers, lawyers, artists, doctors, architects, bankers, students, mothers, fathers, and many other things. Many of the members are active in the community. We are athletes of a variety of performance levels, from top finishers in international, national and local events to those who are new to the sport. We are involved in these sports as athletes, advocates, mentors, and coaches. Our goal as a club is to encourage, support, and push each other to reach personal goals as well as to turn new people on to the sport. Our organization is open to anyone with a positive attitude who is interested in training with others.

What the Health First Health Plans Triathlon is:

This will be the 8th year that we have successfully managed this great event. The HFHP triathlon is a chance for athletes of all skill levels to compete on a scenic riverside course, perfect for the novice through the seasoned triathlete. This USA Triathlon sanctioned event promises heart pounding excitement from start to the finish. It will happen on October 3, 2010.

BENEFITS OF SPONSORSHIP

Be involved with one of the fastest growing sports in the country. The general excitement for the sport of triathlon received a boost of popularity when triathlon debuted at the 2000 Olympic Games in Sydney, Australia. It is estimated that approximately 150,000 people participate in multi-sport in the United States each year. And the numbers continue to swell.

Position your organization with a healthy lifestyle and lifelong fitness associated with swimming, biking and running. Like no other, the sports of swimming, biking and running embrace the concepts of maintaining a healthy and active lifestyle. You can often see participants at local races that range in age from 10-85 years old! All three sports require aerobic power, excellent endurance and tactical thinking.

Position your organization with an attractive demographic. Triathletes average income is \$70,000 per year. Eighty-five percent of triathletes have attended or graduated from a four-year college; and 28% hold a Master's degree or higher. A recent USAT survey of multisport athletes found that triathletes spend an average of \$3,500 on sporting goods/athletic purchases per year including:

- 35% value their bike at \$2,000-4,000

- 28% spend \$50-100 on swim equipment per year
- 22% spend \$1,000-3,000 on bike equipment per year
- 54% spend \$100-300 on running gear per year

HOW TO SUPPORT THE EVENT

Sponsors can donate money at one of the specified levels:

Bronze level \$250

- Corporate logo SMALL on all event shirts
- Recognition of sponsorship on race day
- Free T-shirt
- Corporate material placed into all athletic bags (expecting over 600 athletes)
- Space Coast Triathletes triathlon website recognition with link ALL YEAR
- 1 complimentary race entries (sprint or international distance but not Relay)

Silver Level \$500

- Corporate logo MEDIUM on all shirts
- Recognition of sponsorship on race day
- Free T-shirt
- Corporate material into all athletic bags(over 600 athletes)
- Space coast Triathlete website recognition ALL YEAR
- Opportunity to speak at club meetings
- Booth set up at event at event promoting your company
- Company mentions on PA system during event
- 2 complimentary race entries (sprint or international distance but not Relay)

Gold Level \$1000

- Corporate logo LARGE on all shirts
- Recognition of sponsorship on race day
- Free T-shirt
- Corporate material into all athletic bags(over 600 athletes)
- Space coast Triathlete website recognition ALL YEAR
- Opportunity to speak at club meetings
- Booth set up at event at event promoting your company
- Prominent signage at Finish Line/Transition Area and at awards ceremony
- Company mentions on PA system during event
- Company logo on event day flyers
- Company message and Weblink sent in emails sent to participants
- 4 complimentary race entries (sprint or international distance but not Relay)

Sponsors can donate products/services to the event:

Member Discounts/Product Donations

If your organization cannot provide a monetary donation we also are interested in event donations.

Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for the event, please contact us.

PR & MARKETING SAMPLES

Website

- Sponsors' logos and links placed on www.healthfirsttri.com

Event T-Shirts and Banners

- Sponsors logo on event t-shirts
- These t-shirts will gain exposure (competitors, spectators, etc.) and are distributed to each competitor on race day (>600 participants)

Race day announcements and correspondence

- Sponsor will be recognized repeatedly through-out the race day and logos will be included in all emails sent to competitors

SPACE COAST TRIATHLETES CLUB CONTACTS

Questions about this sponsorship can be directed to:

Sponsorship Coordinator

Doug McMahon, SCT Webmaster

321-821-2200

doug@mypcassistants.com

Visit us online at <http://www.spacecoasttriathletes.com>

SPONSORSHIP AGREEMENT

This sponsorship agreement is entered into as of (month/day/year) _____ between _____ (sponsor) and **SPACE COAST TRIATHLETES** . (Sponsor)_____ agrees to contribute \$_____ yearly for _____ year(s) starting (month/day/year) _____. **SPACE COAST TRIATHLETES** requests half of the agreed upon sponsorship amount within 30 days of signing this agreement, or an amount arranged with the sponsorship coordinator in order for the agreement to be valid.

AND/OR

(Sponsor)_____ agrees to contribute _____ (product or discount) yearly for _____ years starting(month/day/year) _____.

Details include

SPACE COAST TRIATHLETES is obligated to deliver the terms within the sponsorship level of _____ outlined in this sponsorship packet.

Sponsor Representative Date

SPACE COAST TRIATHLETES Representative Date

Please send completed Sponsorship Agreement to:

Space Coast Triathletes
P.O. Box 360882
Melbourne, FL 32936-0882

Attach check made out to: Space Coast Triathletes
EMAIL LOGO FOR WEBSITE TO: singsongs@earthlink.net