

# 2013 Sponsorship Information



## Community Event

On Sunday, June 30, 2013 more than 300 athletes will compete at the first Black Hills Triathlon in Lacey, reviving the legacy and success of the original BHT held in Olympia 1980 through 2009. As a USA Triathlon sanctioned sprint-distance event, this race will include both seasoned competitors as well as beginners.

Our race committee consists of experienced athletes and event specialists. We are dedicated to providing a well-organized race of the highest quality in order to represent our community in a positive manner and to encourage a fit and active lifestyle. Each athlete will have a memorable experience that will motivate them to get or stay in shape!

## Sponsorship Overview

Your support will benefit your business as well as the community. A USAT marketing report from *TribeGroup* highlights these demographics of triathletes:

- Fastest growing segment of the running /fitness event market.
- High trends in purchasing power.
- High percentage of professionals.
- Average age in the late thirties.

Triathletes are very motivated to spend discretionary income on travel and purchases associated with competition, and on services or products which enhance their health and well-being. On the whole, they are highly committed to the sport and expect their participation to increase in the years ahead - a fact that bodes well for sustainable growth in spending on related products and services.

## Opportunity

We hope you will take advantage of the potential to create goodwill and increase name recognition for your business as a partner in this community event.

**Kim Stamp**, Race Director 360.888.0501

**Christie Agtarap**, Sponsorship Coordinator 360.789.0440

*Thank you for considering the sponsorship opportunities listed on the attached page. We can provide recognition for your business in many unique ways:*

# Black Hills Triathlon in Lacey - 2013 Sponsorship Levels

## \$3,000 Cash (exclusive; one only)

1. Sponsor's name & logo *exclusively* printed on back of all competitor's shirts;
2. Sponsor's name & logo printed *exclusively* on all awards;
3. Sponsor's name & logo prominently featured on website and print material;
4. Sponsor name/logo included on volunteer T-shirts;
5. Four complimentary race entries;
6. Your promotional material/items distributed in race packets given to each participant;
7. Your business banner(s) displayed at start/finish/ and transition area;
8. Prominent booth space at pre-event activities, day- of- race headquarters (check-in/start/finish area);
9. Acknowledgement via P.A. announcements at the start line, throughout the event, and at awards ceremony.

## \$1500 Cash (exclusive; two only)

1. Sponsor's name & logo *exclusively* printed on event bib numbers or race swag bags;
2. Sponsor's name & logo prominently included on website and print material;
3. Sponsor name/logo included on volunteer T-shirts;
4. Two complimentary race entries;
5. Your promotional material/items distributed in race packets given to each participant;
6. Your business banner(s) displayed at start/finish/ and transition area (provided by you);
7. Booth space at pre-event activities;
8. Acknowledgement via P.A. announcements at the start line and throughout the event.

## \$500 Cash or \$1,000 In-kind

1. Sponsor name/logo included on volunteer T-shirts;
2. Sponsor's name/logo on website;
3. One complimentary entry;
4. Your promotional material/items distributed in race packets given to each participant;
5. Your business banner(s) displayed at race transition area (provided by you);
6. Acknowledgement via P.A. announcements throughout the event.

## Other / Volunteers / In-kind / Services

We have a number of *other inventive ways* to give your business or group recognition too!  
We are happy to create sponsorship opportunities to match your needs.

**Note:** In-kind donations must be approved by the race director.

**Time Sensitive:** The earlier we confirm your sponsorship, the more opportunities we have to promote your business via website and printed materials.

**Thank you for your consideration!**

Contact Christie Agtarap 360.789.0440 [cagtarap@comcast.net](mailto:cagtarap@comcast.net)

