



WEST MICHIGAN TRIATHLON SERIES

2018 West Michigan Triathlon Series

SPONSORSHIP PACKET

INTRODUCTION

Thank you for considering sponsorship.

Who we are:

West Michigan is home to several exceptional multisport venues. By creating a point standings that allows athletes to compete over multiple events, this series serves to spotlight local events, as well as our outstanding community of athletes. For 2018, we focus on fifteen spectacular West Michigan events, in which athletes will compete based on their overall finishes. The West Michigan Triathlon Series brings a level of competition not currently found anywhere else in the state. At a time when triathlon participation continues to surge to all-time highs throughout the U.S., and as we ourselves have progressed in the triathlon sport, WMTS brings a unique opportunity to associate yourself with the incredible athletes that the sport of triathlon has to offer, for an entire season.

What we do:

The 2018 West Michigan Triathlon series is comprised of fifteen races. To participate in the series an athlete must complete a minimum of four qualifying events. Each event will be worth 4000 points; 2000 for the men, 2000 for the women. The points will be divided over all participants in each gender, based on a sliding scale that is weighted to the top finisher. The point standings will be displayed by age group, even though they will be based on overall finishes in each race.

BENEFITS OF SPONSORSHIP

Associate with one of the fastest growing sports in the United States and with some of Michigan's most prestigious triathlon events. The general excitement surrounding the sport of triathlon was boosted when triathlon debuted at the 2000 Olympic Games in Sydney, Australia. It is estimated that approximately 200,000 people participate in multi-sport in the United States each year; and the numbers continue to grow! We offer you an opportunity to position your organization with a healthy lifestyle and lifelong fitness associated with swimming, biking and running. Like no other sport, the combination of swimming, biking and running embraces the full concept 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.

Immerse your organization with an attractive demographic to any busy looking to grow. Triathlete's average income is \$70,000 per year. 85% of triathletes have attended or graduated from a four-year college. 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

In addition, you will have direct exposure to a concentrated audience of West Michigan executives/decision makers/business owners. This exposure spans the entire West Michigan Triathlon season, with our race calendar starting in May and our championship event taking place the end of September.

SPONSORSHIP OPPORTUNITIES

Title Sponsor \$10,000 - Limit 1

Corporate logo X-LARGE on all shirts

Recognition of sponsorship at each event

Website home page recognition ALL YEAR

Speaking slot for Corporate representative at awards event

Prominent signage at awards ceremony (sponsor to provide)

Company mention on social media

Company message and Web Link included in emails sent to participants

Company mention on any TV and radio promotions

20 Complimentary event T-shirts

Platinum Level: Swim/Bike/Run: \$2,000 – Limit 3

Corporate logo LARGE on all shirts

Website home page recognition ALL YEAR

Prominent signage at awards ceremony (sponsor to provide)

Company mention on social media

Company message and Web Link included in emails sent to participants

Company mention on any TV and radio promotions

5 Complimentary event T-shirts

Associate Level: Swim/Bike/Run: \$500 – Limit 10

Corporate logo Small on all shirts

Recognition of sponsorship each event

Website home page recognition ALL YEAR

Company mention on social media

Company message and Web Link included in emails sent to participants

Sample product in all athletic bags (with pre-approval) - FREE

**** Please note: we are not inserting advertising material in paper form into the athlete bags, only pre-approved product.

Questions about this sponsorship can be directed to:

Sponsorship Coordinator Mark Slagle 231.750.1267 or email: mslagle1@yahoo.com

SPONSORSHIP AGREEMENT

This sponsorship agreement is entered into as of (month/day/year) _____

between _____ (sponsor) and West Michigan Triathlon Series.

(Sponsor) _____ agrees to contribute _____ yearly for one year(s) starting (month/day/year) _____.

AND/OR

(Sponsor) _____ agrees to contribute _____

(product or discount) yearly for _____ years starting (month/day/year) _____.

West Michigan Triathlon Series is obligated to deliver the terms within the sponsorship level of _____ outlined in this sponsorship packet.

Sponsor Representative Date

West Michigan Triathlon Series Representative Date

Please send completed Sponsorship Agreement to:

West Michigan Triathlon Series

17880 Cove St

Spring Lake MI, 49456

Make check payable to: West Michigan Triathlon Series

EMAIL LOGO FOR WEBSITE TO: mslagle1@yahoo.com