



www.brooklyntri.org

SPONSORSHIP PACKET

Contents:

Introduction

Brooklyn Tri Club Profile

Sponsorship Opportunities

PR & Marketing Samples

Sponsorship Agreement

Contact Information

Introduction

Thank you for considering sponsorship of Brooklyn Tri Club of Brooklyn, NY. There are many benefits to sponsoring our organization:

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

There are several ways to support the club:

- Donate money to support the team's programs and events
- Offer our members a discount on merchandise or services
- Donate products/services to the team

Other ways?

We welcome your suggestions and thoughts on sponsorship and would love to discuss any ideas you have.

Brooklyn Tri Club Profile

Club: Brooklyn Tri Club

Website: www.brooklyntri.org

Mission:

- A) to educate the general public about the sport of triathlon (including all types of multisport competition and recreational activities consisting mainly of swimming, running and bicycling such as triathlons, duathlons, adventure racing, and other multi-sport events), including its health and other benefits, through public discussion groups, forums, panels, lectures or other similar programs; and
- B) to foster national or international amateur sports competition in all types of multisport competition and recreational activities consisting mainly of swimming, running and bicycling such as triathlons, duathlons, adventure racing, and other multi-sport events;
- C) to engage in other activities related to educating the public about triathlon or other multi-sport competition and recreational activities consisting mainly of swimming, running and bicycling;
- D) to engage in other activities related to fostering national or international amateur triathlon or other multi-sport competition.

Who we are:

We are a new team. Our inaugural meeting had a showing of over 60 participants. The team now consists of more than 75 members ranging in ages from 20-65. We are teachers, lawyers, artists, 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 team 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.

Sampling of the Events we will be competing in:

- Boston Marathon, MA (April)
- Wildflower Half Ironman, CA (May)
- Timberman Triathlon, NH (June)
- Escape from Alcatraz, CA (June)
- Philadelphia Triathlon, PN (June)
- New York City Triathlon, NY (July)
- Lake Placid Ironman, NY (July)
- Timberman Half Ironman, NH (Aug)
- New York City Marathon, NY (Nov)

Brooklyn Tri Club Sponsorship Opportunities

Sponsorship Levels

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

Gold (Title) Sponsor Level

\$1000+ and, if applicable, a minimum 10% member discount

- Prominent logo recognition on club uniforms
- Prominent logo recognition/ad on Brooklyn Tri Club website with a link to your website
- Logo recognition on T-shirts, or other items of casual wear
- Prominent logo recognition in all print material
- Opportunity to speak at club meetings
- Distribution of your club's brochures, marketing materials to our members
- Receipt of club members' contact information for your mailing lists (with member permission)

Silver Sponsor Level

\$500+ and, if applicable, a minimum 10% member discount

- Logo recognition/ad on Brooklyn Tri Club website with a link to your website
- Logo recognition on T-shirts, or other items of casual wear
- Logo recognition in print material
- Opportunity to speak at club meetings
- Distribution of your club's brochures, marketing materials to our members

Bronze Sponsor Level

\$250+ or product donation/member discount equal to \$250 or more

- Logo recognition/ad on Brooklyn Tri Club website with a link to your website
- Logo recognition/ad in all print material
- Distribution of your club's brochures, marketing materials to our members

Member Discounts/Product Donations

If your organization cannot provide a monetary donation we also are interested in member discounts and product donations. We encourage our members and friends to support our sponsors!

Did we miss something?

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

PR & Marketing Samples

Website

- Sponsors' logos and links placed on www.brooklyntri.org

Team Uniforms

- Sponsors logo on team uniforms
- These uniforms will gain exposure (competitors, spectators, etc.) and are worn at an average of xxx racer days per year.



Flyers, Brochures, and Other Collateral

- Sponsor logos and member discounts will be promoted on all Brooklyn Tri Club informational pamphlets, flyers, and postcards
- Mailings about upcoming events and club information will feature sponsor logos

Club Letterhead

- Depending on sponsorship level, logo will be featured on Club Letterhead and all other print material

Brooklyn Tri Club Contact Information

Questions about this sponsorship can be directed to:

Sponsorship Coordinator

Edie Perkins, Sponsorship Coordinator
646-326-5716
edieperkins@yahoo.com

Other Contacts

Jonathan Blyer, Club President
917-355-3397
jonblyer@yahoo.com

Visit us online at

www.brooklyntri.org



Sponsor Program Agreement

This sponsorship agreement is entered into as of (month/day/year) _____
between _____ (sponsor) and the Brooklyn Tri Club.

(Sponsor) _____ agrees to contribute \$ _____ yearly for _____ year(s)
starting (month/day/year) _____. Brooklyn Tri Club 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 _____

Brooklyn Tri Club is obligated to deliver the terms within the sponsorship level of _____
outlined in this sponsorship packet.

Sponsor Representative

Date

Brooklyn Tri Club Representative

Date

Please send completed Sponsorship Agreement to:

Edie Perkins
32 Sherman Street
Brooklyn, NY 11215