

2017 Half Moon Bay Triathlon Sponsorship Opportunities

Total Expected Participants/Spectators: 1200/2400

Event Date: April 23, 2017

Event Location: Pillar Point Harbor

Event Website: www.halfmoonbaytri.com

Demographic Info:

- 56% are male – 44% are female
- Triathletes spend \$25 billion on health-related goods and services
- Triathletes have an average household income of \$155,000
- 2.4 million triathlete finishers in 2013
- 40% of triathletes have been at the sport for over 10 years
- 33% have been running for over 20 years
- Average age of male 38 years old and female is 36 years old

Title Sponsorship

\$10,000

- Naming rights for event and exclusivity
- Public address announcements throughout race day
- PR Inclusion and announcements
- Opportunity to insert a promotional item into the race bags
- Opportunity to cross promote with the other race sponsors
- Email dominance in all newsletters, custom message
- Branded Finish line, banners and/or fencing
- Branded Finisher medals
- Major Logo inclusion on Race T-Shirts
- Award dominance, age group awards

- 1 large logoed back drop for pictures and on main stage
- Company rep to hand out awards and fire race start cannon
- Ability to be onsite for overview of products or services
- 10 complimentary race entries for event
- Company name branded on all event Swim caps and water bottles.
- 20x20 VIP catered hospitality/VIP booth
- 10 VIP Event Parking Passes
- Company branded bib numbers for events
- Secondary sponsorship alignments

Presenting Sponsorship

\$5,000

- Company name and logo as presenting sponsor
- Company name included in marketing material & Website
- PR Inclusion and announcements
- Public address announcements throughout race day
- Opportunity to insert a promotional item into the race bags
- Opportunity to cross promote with the other race sponsors
- Mention in all email newsletters, custom message
- Major Logo inclusion on Race T-Shirts
- 4 Finish line shoot banners

- Onsite overview of products and/or services
- 10x20 VIP booth
- Prominently located at event
- Marketing material inside all race bags
- Company branded bib numbers for events
- 7 comp entry fees in events
- 7 Event Parking passes
- Secondary sponsorship alignments

Results Sponsorship

\$3,000

- Company name and logo included live results page/app, as well as all marketing and website inclusion
- PR Inclusion and announcements
- Race results tent branded around sponsor and inclusion on race results material and iPads displaying results
- Category (product or service) exclusivity if available
- Marketing material in race bags
- Logo inclusion on Race T-Shirts

- Exposure in finish line with banners
- Pre-race, on-site seminar, and webinar for overview of products
- Company logos and verbiage in all newsletters
- 5 comp entry fees in events
- 5 event parking passes
- 10x10 booth at event
- 5 sponsor credentials for food and drink
- Race announcements, company name announced at event.

Stage Sponsorship

\$2,500 (Sold – Samuel Merritt)

- Company name and logo included live results page/app, included in all marketing and website
- Category (product or service) exclusivity if available
- Marketing material in race bags
- Logo inclusion on Race T-Shirts
- Secondary sponsorship alignments
- Exposure in finish line with banners

- Pre-race, on-site seminar, and webinar for overview of products
- Company logos and verbiage in all newsletters
- 2 comp entry fees in events
- 2 Event Parking passes
- 10x10 booth at event
- 2 sponsor credentials for food and drink
- Race announcements, company name announced at event.

Entertainment Sponsorship

\$2,500 (Sold – Jakroo)

- Company name and logo included on all mason jars and around the festivities for beer & food after the event.
- Category (product or service) exclusivity if available
- Marketing material in race bags
- Logo inclusion on Race T-Shirts
- Secondary sponsorship alignments
- Exposure in finish line with banners

- Pre-race, on-site seminar, and webinar for overview of products
- Company logos and verbiage in all newsletters
- 2 comp entry fees in events
- 2 Event Parking passes
- 10x10 booth at event
- 2 sponsor credentials for food and drink
- Race announcements, company name announced at event.

Official Category Sponsor

\$2,000

- Company name and logo included in all marketing and website inclusion
- Category (product or service) exclusivity if available
- Marketing material in race bags
- Logo inclusion on Race T-Shirts
- Secondary sponsorship alignments
- Exposure in finish line with banners

- Pre-race, on-site seminar, and webinar for overview of products
- Company logos and verbiage in all newsletters
- 2 comp entry fees in events
- 2 Event Parking passes
- 10x10 booth at event
- 2 sponsor credentials for food and drink
- Race announcements, company name announced at event.

Health & Wellness Sponsorship

1,500

- Company name and logo included in all marketing and website inclusion
- Name & Logo included on website
- Marketing material inside race bags
- Logo inclusion on Race T-Shirts

- 2 company banners
- Company logos in all newsletters
- 10x10 VIP located at event.
- Race announcements on race day
- Company's secondary sponsorship alignment

Gold Sponsorship

Value In-Kind/Trade

- Provides products or underwrites expenses for event (i.e. race bibs, water bottles, medals, shirts, awards, race bags, food, beer, etc.)
- Name & Logo included on website
- Marketing material inside virtual race bags
- Logo inclusion on Race T-Shirts

- Company logos in all newsletters
- 10x10 VIP located at event.
- 2 sponsor credentials for food and drink
- Race announcements on race day
- Company's secondary sponsorship alignment

Booth Pricing (Expo & Race Day) Includes- electricity, tables, chairs, parking pass, food & beverage and athlete guide insert:

- **10x10: \$400 both days (expo and race day)**

- **10x20 \$550 both days**

Underwriting Sponsorship Elements:

Entrant Race Shirt (1,200 co-branded race shirts)	\$5,000
Free Race Photos Watermark Branded (15k photos)	\$2,000
Entrant Water Bottle (2,000 co-branded bottles)	\$1,500 (Swim Outlet)
Entrant Finisher Medals (2,000 co-branded medals)	\$1,500 (Muscle Milk)
Entrant Swim Cap (2,500 co-branded swim caps)	\$1,000 (Finis)
Entrant Bibs (2000 co-branded bibs)	\$1,000 (Sports Basement)
Race Bag Title Sponsor (1,000 co-branded race bags)	\$1,000 (Select Physical Therapy)
Entrant Mason Jars (2,000 co-branded jars)	\$1,000
Beer Sponsor	\$1,000 (Sierra Nevada)
Run Course Mile Markers	\$500
Podium Awards (200 co-branded awards)	\$500
Goodie Bag Insert Pricing	\$350