



Tri-Valley Triathlon 2012 Annual Club Sponsorship Packages

Be an important part of your local sporting community!
Yearly Club Sponsorships for as low as \$250!

Thanks for supporting your local sports community! Your sponsorship will help promote healthy, active lifestyles for all ages and skill levels.

And you are making an excellent, annual investment for your business. Those that participate in triathlon are educated professionals with time and money to spend on sport and other things they want in life. TVTC will work with your organization within your budget to provide positive

recognition and exposure of your business within the Tri-Valley and Tri-City communities.

Sprint Sponsor Level \$250

(Or product donation/member discount equal to \$250 or more)

- Logo recognition on Tri-Valley Triathlon Club website
- Announcement of sponsorship in email blast, and on Facebook Group and Company pages
- Logo recognition in monthly e-mail newsletter
- Recognition in Club e-mail newsletters where applicable
- Distribution of your Company's brochures, marketing materials to our members

Olympic Sponsor Level \$500

All of the above, plus:

- Opportunity to speak at club meetings
- Club Workouts hosted from your place of business (where applicable)

Bonus for 2012 – Involvement at our annual Kids Triathlon event in May.

- Verbal recognition at the Tri-Valley Kids Triathlon & Company coupon in online event "Goodie Bag"

Ironman Sponsor Level \$1500+

All of the above, plus:

- ***Logo on Club Uniforms including bike jerseys and tri kits** (goes beyond the year! Logo on kits stretches for the life of the tri and cycling kits! Usually between 5-8 years.)*
- Prominent logo recognition & business description on TVTC website with a link to your website

Bonus for 2012 – Advertising at our annual Kids Triathlon event in May.

- Booth space at the TVTC Tri for Kids on May 20, 2012 in Pleasanton
- Color logo on the start/finish line banner of the TVTC Tri for Kids
- Logo on the official Kids Tri event t-shirt
- Verbal recognition at the Tri-Valley Kids Triathlon & Company coupon in online event "Goodie Bag"

Crown Sponsor – Two available – \$3,000

***As a Crown Sponsor, you receive all of the above, as well as prominent logo recognition on our 2012 tri and cycling kits for the life of the uniforms.** Your logo on our kits goes beyond the year for which you are sponsoring. A logo on a jersey will last the life of the jersey and tri kits. Most people have a jersey for at least eight years. (See the uniforms on page 6 of the TVTC Sponsorship Portfolio). Apparel is worn by members on local rides, runs, and other practices, as well as local and away races. 100 members, each wears kit at least once a week for a local ride or run, plus at races = big exposure for your business.

Tri-Valley Kids Triathlon Sponsorship Opportunities



Kids Tri Event Sponsorship Levels

TVTC hosts the Annual Tri-Valley Kids Triathlon the third Sunday of May each year in Pleasanton. Be an integral part of this fun, family day in your community! The event is a USAT Sanctioned Kids Triathlon for ages 7-15, and benefits local education and sports programs!

Tri-Valley Kids Tri Bronze Sponsor - \$100

- Color logo on the Tri-Valley Kids Triathlon start/finish line banner
- Logo recognition on the TVTC Tri-Valley Kids Tri website
- Verbal recognition at the Kids Tri
- Company coupon in the online "Goodie Bag"

Tri-Valley Kids Tri Sponsor Silver Sponsor - \$300 (25 spots)

All of the above, plus:

- Booth space at the TVTC Tri-Valley Kids Triathlon
- Logo on the official Kids Tri event t-shirt
- Logo recognition on the TVTC Tri-Valley Kids Tri website and announcement on Facebook pages

Tri-Valley Kids Tri Event Gold Sponsor - \$500 (15 spots)

All of the above, plus:

- Logo on the Tri-Valley Kids Tri Registration Form, directly to 25,000+ students in Tri-Valley area

Other Ways to be Involved

Product Donations

We also greatly appreciate product donations for both for our Club Sponsorships and Event Sponsorships. Our club has a strong, local presence on the roads and water in and around the Tri-City and Tri-Valley areas during practices, and maintains a strong presence at races throughout the west coast region. We also setup booths at the Tri for Fun Racing series and other events, and can raffle donated merchandise.

This provides a win-win, the team receives funds and your product receives exposure to up to 1000 athletes in one day!

Member Discounts

If your organization cannot provide monetary or product donations, we are interested in member discounts. 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 or Kids Triathlon please contact us. ☺

Become a Sponsor Now!

TVTC has sponsor packages for every type of business! We have two types of sponsor packages: The Annual Club packages and Tri-Valley Kids Triathlon event packages as described above.

To become a sponsor, please:

1. **Review our sponsor packages**, and choose Club and/or Kids Triathlon packages that are right for you.
2. **Complete the online Sponsor Form**.
3. **Pay securely** online using your credit card or bank card.
4. **Email** your company's vectorized logo, and any other necessary items to liz@trivalleytriclub.com so we can begin advertising your business right away!

*Deadline for logo on tri and cycling team kits is February 12, 2012.

Questions? Contact Liz at liz@trivalleytriclub.com.

