



Triad Triathlon Team

Sponsorship Package

2019 - 2021



Thank you for considering sponsorship of the Triad Triathlon Team! Our mission is to promote friendship and fitness through the sport of triathlon and to cultivate a high performance athletic community.

The Triad Triathlon Team provides social activities, motivation, and training opportunities for athletes of all ages and abilities. We also host monthly meetings consisting of educational and information sessions based around nutrition, health, training, recovery, or other triathlon or endurance related topics, coached clinics, regular weekly brick (swim/bike/run) workouts, and local race course training to pre-rides and pre-runs.

Within the past several years, the TTT has become quite a force to be reckoned with! We have grown from 20 members to over 100 members strong, across Greensboro, and reaching out to Winston-Salem, High Point, and Burlington! We have members representing us at numerous local and regional triathlons, as well as many participating in events from local sprint triathlons to Ironman 140.6 distances, and 5K's to Ultra Marathons. In all, our member athletes have competed in over 250 local, regional, national, and even international events!

Triathlon is one of the fastest growing sports in the country. By sponsoring the Triad Triathlon Team, you position your organization with the healthy lifestyle and lifelong fitness associated with triathlon. The endurance sport of triathlon, like no other, embraces the concept of maintaining a healthy and active lifestyle. Your sponsorship would cover operating expenses, organize team and community events, team clinics, team kits, etc... Moreover, it benefits your organization as every team member wears your company name and logo while we train and compete in events throughout the year. Your company name and logo will be displayed on our website, event banners, and sponsorship displays.

There is no denying that triathletes are fierce competitors, and most of our triathletes also regularly participate in single sport events, such as charity bike rides and endurance running events around the region. Please consider proudly supporting the Triad Triathlon Team by contributing as an official team sponsor, or sponsoring one of our events.

Other ways that your organization can possibly support the team would be to consider offering our team members a discount on merchandise and services, or by donating products or services to the team to be raffled off at TTT meetings, events, and races.

We welcome your suggestions and/or thoughts on sponsorship and would be glad to discuss any creative ideas you may have.



Friend/Partner Level - Sponsor Provided Discount Program

- Single year partnership commitment.
- Company name and logo on our website, including link to your company website.
- Participation in the team discount program.
- and/or -
- Opportunity to provide swag at our table at team events and races.

Bronze \$200/year

- 3 year minimum commitment*
- Company name and logo on our website, including link to your company website.
- Participation in the team discount program (if desired).
- Opportunity to provide swag at our table at team events and races (if desired).

Silver \$400/year includes all Bronze plus

- Company name and logo in team promotional print material and displays.
- Opportunity to provide promotional print material in membership packets.
- Participation in monthly TTT Newsletter Sponsor Spotlight, rotating with other sponsors.
- Opportunity to present to team at team meetings once per 3 year commitment.
- Opportunity to join us at team events with a tent with goods or services for team member support.

Gold \$700/year includes all Silver plus

- Company banner (sponsor provided) displayed at team events.
- Company logo on TTT clothing (membership t-shirt and team tri kits).
- Opportunity to coordinate sharing of sponsor materials or events on the team Facebook group occasionally.
- Opportunity to present to team at team meetings once per year.

Platinum \$1100/year includes all Gold plus

- Non-competing sponsorship (only 1 Platinum sponsor allowed)
- Priority space at team events for a tent with goods or services for team member support.
- Prominent logo placement and larger size on banners, signage, shirts, and team kits.

Thank you for considering sponsorship for the Triad Triathlon Team! For further information, please feel free to contact us at any time through our website or by email. We look forward to hearing from you!

* Because we will be investing in new banners, print material, team kit logo designs, etc., we request that all payments be made in a schedule during the first year of sponsorship. This allows us to provide the appropriate materials to meet our sponsorship obligations, and provide you with the best visibility at our events. Special arrangements can be made if required, with an agreed upon payment schedule.