

# Topeka Triathletes (T<sup>2</sup>)

---

## Sponsorship Guidelines

**The Club's Mission is, as part of a healthy and active lifestyle, to encourage the promotion of the physical and psychological benefits of engaging in multi-sports, including swimming, cycling and running.**

**Let's partner to promote wellness and team building and position your corporation or organization with an attractive demographic:**

- Triathletes average income is \$70,000 per year.
- 86% of triathletes have attended or graduated at least from a four-year college; and 46% hold a Master's degree or higher.
- A USAT survey in 2000 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 T<sup>2</sup>:**

- 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

**Sampling of the Events we will be competing in:**

- Run for Life, Topeka, KS (April)
- Lawrence Half Marathon (April)
- Spring Migration Triathlon, Emporia, KS (April)
- The Kansas City Triathlon, Lee's Summit, MO (May)
- 70.3 Kansas Ironman, Lawrence, KS (June)
- Topeka Tinman Duathlon & Triathlon (June)
- Shawnee Mission Triathlon, Shawnee, KS (July)
- Ultramax Kansas 50 Triathlon, Paola, KS (August)
- Pigman Long Course Triathlon, Palo, IA (August)
- Ironman Wisconsin, Madison, WI (September)
- Redman Triathlon, Oklahoma City, OK (September)
- Ironman Florida, Panama City Beach, FL (November)
- Ironman Arizona, Tempe, AZ (November)

## 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.

### **Platinum Title Sponsor Level**

**\$2,500+ and, if applicable, a minimum 10% member discount**

- Top preference of logo recognition on club uniforms
- Top preference logo recognition/ad on T2 website with a link to your website

- Logo recognition on T-shirts, or other items of casual wear
- Top preference logo recognition in all print material including widely distributed posters and brochures to reach out to new members
- Equivalent of half-page ad in our T2 eNewsletter with a link to your website
- Opportunity to speak at club meetings
- Distribution of your corporate electronic marketing materials to our members
- Discounted membership for employees of your organization
- Category exclusivity available with minimum 2-year sponsorship commitment

### **Gold Sponsor Level**

**\$1,000+ and, if applicable, a minimum 10% member discount**

- Logo recognition/ad on Topeka Triathletes website with a link to your website
- Logo recognition on T-shirts, or other items of casual wear
- Equivalent of half-page ad in our T2 eNewsletter with a link to your website
- Logo recognition in print material including widely distributed posters and brochures to reach out to new members
- Opportunity to speak at club meetings
- Discounted membership for employees of your organization
- Distribution of your corporate electronic brochures, marketing materials to our members

### **Silver Sponsor Level**

**\$500+ or product donation/member discount equal to \$500 or more**

- Logo recognition/ad on Topeka Triathletes website with a link to your website
- Logo recognition/ad in all printed material
- Distribution of your corporate electronic brochures, marketing materials to our members

### **Honorary Sponsor Level**

**Up to \$499 or product donation/member discount equal up to \$499**

- Ad in T2 eNewsletter and logo on the T2 website.

### **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!

## **PR & Marketing Samples**

### **Website**

- Sponsors' logos and links placed on [www.topekatriathletes.org](http://www.topekatriathletes.org)

### **Team Uniforms**

- Sponsors logo on team uniforms
- These uniforms will gain exposure (competitors, spectators, etc.) and are worn at an average of 100 racer days per year.



### Flyers, Posters, Brochures, and Other Collateral

- Sponsor logos and member discounts will be promoted on all T2's informational pamphlets, flyers, and postcards
- eMailings about upcoming events and club information will feature sponsor logos



### Topeka Triathletes (T<sup>2</sup>) Contact Information

Please direct questions about sponsorships to:

#### Sponsorship Coordinator

Beth Gartner, Treasurer & Sponsorship Coordinator  
 – [beth.gartner@gmail.com](mailto:beth.gartner@gmail.com)

#### Other Contacts

Stefano Pettinella, T<sup>2</sup> President  
 – [pettinella@aol.com](mailto:pettinella@aol.com)

Visit us online at: [www.topekatriathletes.org](http://www.topekatriathletes.org)