



# **Sponsorship Package - 2005**

## **Contents:**

Introduction  
First Wave Tri Profile  
Sponsorship Opportunities  
PR & Marketing Samples  
Sponsorship Agreement  
Contact Information

# Introduction to First Wave Tri Sponsorships

Thank you, for considering sponsorship of the First Wave Triathlon Club of Arizona.

There are many benefits to sponsoring our organization:

## **Be involved in one of the fastest growing sports in the country!**

The general excitement for the sport of triathlon received a boost in popularity when triathlon debuted at the 2000 Olympic Games in Sydney, Australia.

It is estimated that approximately 150,000 people participate in multi-sport races, sanctioned and unsanctioned, in the United States each year.

*(USA Triathlon, 2003 [http://www.usatriathlon.org/News\\_Info/demographics.htm](http://www.usatriathlon.org/News_Info/demographics.htm))*

**Position your organization with the healthy lifestyle and lifelong fitness associated with triathlon.** The sport of triathlon, like no other sport, embraces the concepts of maintaining a healthy and active lifestyle. You can often see participants at local triathlons that range from 12 to 85 years old!

**Position your organization with an attractive demographic.** Triathlete's average individual income is \$60,000 per year. 86% of triathletes have attended or graduated from a four-year college and 28% hold a Masters Degree or higher. A recent USAT survey of multisport athletes found that triathletes spend an average of \$3,200 per year on sporting goods/athletic purchases including:

35% value their bike at \$2,000-\$4,000; 18% spend \$1,500-\$2,000.

Spend \$50-\$100 on swim equipment (28%); 23% spend \$25-50 on swim equipment.

36% spend under \$300 on their bike equipment; 22% spend \$1,000-\$3000 on their bike equipment; 19% spend \$300-\$500.

54% spend \$100-\$299 on their running equipment; 26% spend \$300-\$500.

*(USA Triathlon, 2003 [http://www.usatriathlon.org/News\\_Info/demographics.htm](http://www.usatriathlon.org/News_Info/demographics.htm))*

## **There are several ways to support the club:**

- Donate money to become an official club sponsor
- Offer our members a discount on merchandise or services
- Donate products/services to the club to be raffled at our monthly meeting or for fund raising at our races

## **Other ways?**

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

Please take a few minutes and review the material contained in this sponsorship package. You will find the following items:

- First Wave Tri Profile Sheet
- Sponsorship Opportunities
- Our Website, newsletter, membership cards
- Sponsorship Program Agreement Form
- Contact Information

# First Wave Triathlon - Club Profile

**Name:** First Wave Triathlon

**Website:** <http://www.firstwavetri.com/>

**Date Formed:** Social group since July 2002, Official Non-Profit in October 2003

**Location:** Phoenix Metro Area including Phoenix, Scottsdale, Tempe, Glendale, Peoria, Avondale, Anthem, and New River

**Membership:** The club membership is approximately 50 members with a distribution of approximately 200 for the email and/or print newsletter. We estimate membership by end of 2005 at 60 members, with an newsletter distribution of 200+.

**Mission:**

FWT's' mission is to support and encourage a healthy approach to triathlons and training for individuals of all ages and all levels of ability. Through the camaraderie of a club atmosphere, members enjoy training for the purpose of general fitness as well as personal and team goals. As a group the First Wave Triathlon Club participates in, as well as promotes, fitness related events and activities throughout the Phoenix area.

**Events we will be sponsoring:**

- Tri-Family Racing's YMCA Triathlon, Glendale AZ (Feb)
- Tri-Family Racing's GCC Spring Triathlon, Glendale AZ (April)
- Tri-Family Racing's Halloween Triathlon, Glendale AZ (Oct)

**Sampling of the Events we will be competing in /volunteering at:**

- All TrifamilyRacing events
- DCB Adventures Triathlon events
- Ironman Arizona, Tempe, AZ(April)
- Rocky Point Triathlon, Puerto Penasco, Mexico (April)
- Soma Tempe Triathlons, Tempe AZ (November)

**Other club activities:**

- Vibrant, interactive web site
- Weekly group workouts
- Social events
- Monthly club meetings and guest speakers
- Bi-weekly email newsletter, printed monthly newsletter
- Clinics on Open-water swim, run, bike, and other triathlon techniques
- Charitable support including Train to End stroke and the MS Society

# First Wave Triathlon 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.

### Ironman Sponsor Level \$500+

- Prominent logo recognition/ad on First Wave Tri website with a link to your website
- Logo recognition on Club Uniforms
- Logo recognition on T-Shirts or other item of casual wear such as hat, socks
- Prominent logo recognition/ad in newsletter (1/4 page ad) and in all print material
- Recognition in Club e-mail newsletters
- Your company banner at official FWT events where applicable
- Distribution list of club's members subject to the club's privacy policy
- Opportunity to speak at club meetings
- Club Workouts hosted from your place of business (where applicable)
- Distribution of your Company's brochures, marketing materials to our members
- Your logo on our membership cards if member discount is applicable

### Olympic Sponsor Level \$250

- Logo recognition on First Wave Tri website
- Logo recognition on T-Shirts, or other item of casual wear such as hat, socks
- Logo recognition/ad in newsletter (1/4 page ad) and in all print material
- Recognition in Club e-mail newsletters
- Opportunity to speak at club meetings
- Club Workouts hosted from your place of business (where applicable)
- Distribution of your Company's brochures, marketing materials to our members
- Your logo on our membership cards if member discount is applicable

### Sprint Sponsor Level \$100

(Or product donation/member discount equal to \$100 or more)

- Logo recognition on First Wave Tri website
- Logo recognition in monthly newsletter (business card size), e-mail newsletter
- Your logo on our membership cards if member discount is applicable
- Recognition in Club e-mail newsletters where applicable
- Distribution of your Company's brochures, marketing materials to our members

## Product Donations

We also accept product donations. Our club maintains a strong presence at races throughout the southwest and west coast regions. We can also setup product booths at the Tri-Family Racing and 3Disciplines racing series and raffle off 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 a monetary or product donations we also are interested in member discounts. We encourage our members and friends to support our sponsors!

## Did we miss something?

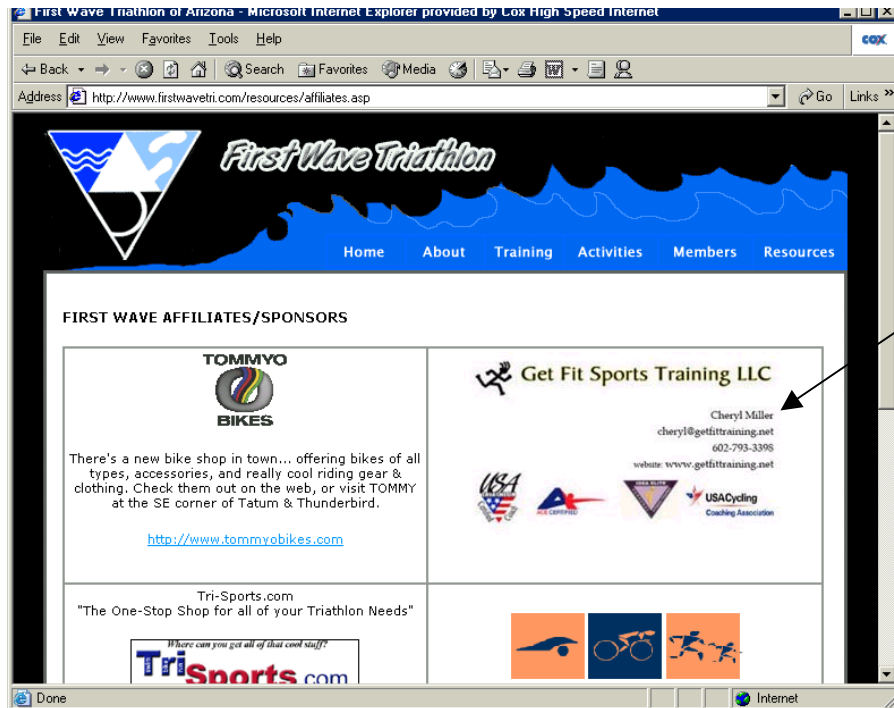
We are open to creative ideas.

If you have a sponsorship idea for the club please contact us.

# PR & Marketing Samples

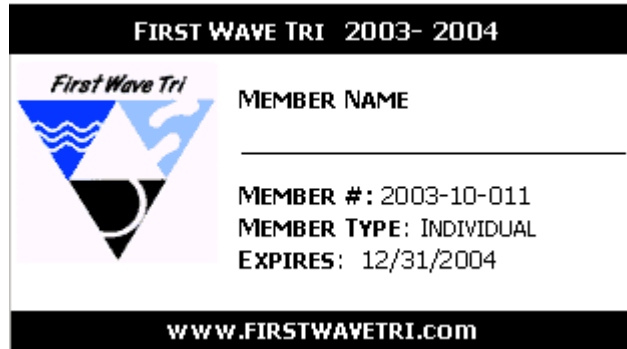
**WEBSITE:** Sponsor's logo and link placed on [www.firstwavetri.com](http://www.firstwavetri.com)

First Wave has a very dynamic, flexible website that is visited by over 100 hits each day.



First Wave Triathlon Club Website – Affiliates Page

**MEMBER CARDS:** Active members carry membership cards including sponsor info/discounts

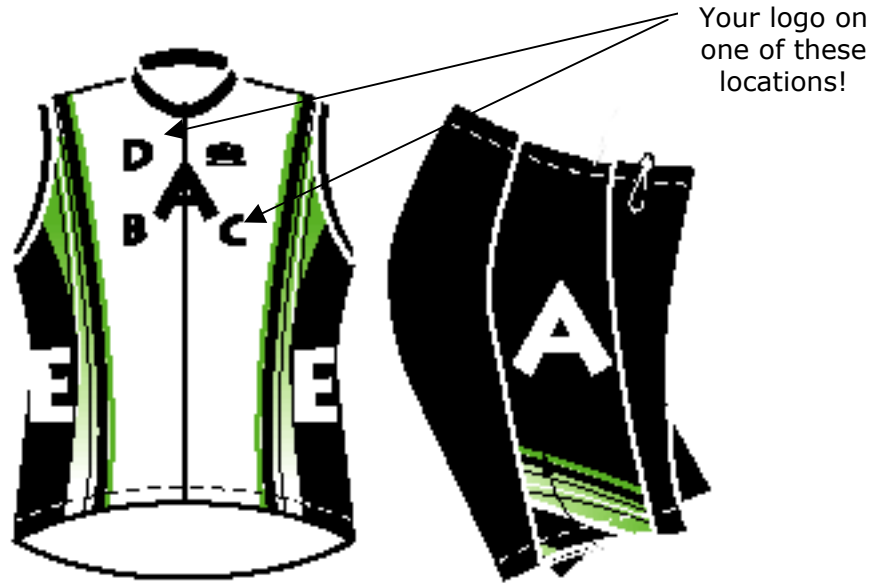


Your logo and discount here!

Sample of Club Membership Cards


**TEAM RACING UNIFORMS:** Your logo on our team racing uniforms.

These uniforms will gain exposure at an average of 5 events per member on an annual basis, each being exposed to a potential 500-1000 competitors and spectators at each event!



Sample of Club Racing Uniform

**CLUB PRINTED & E-Mail NEWSLETTERS:** Your logo and advertisement in our bi-monthly printed newsletter and printed ad in our e-mail newsletters. The newsletter is currently distributed to FWT members, affiliates, and other First Wave Tri contacts.




**October**  
*First Wave Tri - 2003*

---

**FIRST WAVE TRIATHLON**  
 FIRST WAVE IS A NEW NON-PROFIT CLUB IN THE PHOENIX METRO AREA OFFERING WORKOUTS, TRAINING, AND SUPPORT FOR MULTI-SPORT ATHLETES. OUR MISSION IS TO SUPPORT AND ENCOURAGE A HEALTHY APPROACH TO TRIATHLONS AND TRAINING FOR INDIVIDUALS OF ALL AGES AND ALL LEVELS OF ABILITY. MEMBERS CAN ENJOY TRAINING FOR THE PURSUE OF GENERAL FITNESS AS WELL AS PERSONAL AND TEAM GOALS.

---

<p style="text-align: center;"><b>OCT/NOV TRAINING EVENTS</b> (PLEASE CHECK WEBSITE FOR UPDATES &amp; ADDITIONS)</p> <ul style="list-style-type: none"> <li>• <b>SUNDAY OCT 12<sup>TH</sup></b>                  @ 6:30 AM LAKE PLEASANT WORKOUT                  OPEN WATER SWIM, ROAD BIKE                  MEET AT NORTH BOAT RAMPING. LOT                  CONTACT: <a href="mailto:AMW@FIRSTWAVETRI.COM">AMW@FIRSTWAVETRI.COM</a></li> <li>• <b>SUNDAY, NOV 2ND</b>                  @ 6:00 AM - CACTUS CHALLENGE 1/2 IRONMAN PRACTICE                  ROAD BIKE/RUN @ TEMPE TOWN LAKE                  CONTACT: <a href="mailto:TRIAN671@YAHOO.COM">TRIAN671@YAHOO.COM</a></li> <li>• <b>SAT, NOV 29TH</b>                  @ 7:30 AM - ROAD BIKE W/ TOMMYO BIKES                  ROAD BIKE/ AND OPTIONAL RUN                  MEET AT TOMMYO BIKES. (REFRESHMENTS PROVIDED)                  CONTACT: <a href="mailto:AMW@FIRSTWAVETRI.COM">AMW@FIRSTWAVETRI.COM</a></li> <li>• <b>EVERY SATURDAY</b>                  @ 6:30 AM - THUNDERBOLD PARK TRAIL RUN                  CONTACT: <a href="mailto:WINGBLURY@COX.NET">WINGBLURY@COX.NET</a></li> <li>• <b>EVERY SUNDAY</b></li> </ul>	<p style="text-align: center;"><b>MEMBERSHIP MEETING</b> <b>TUESDAY, OCTOBER 21<sup>ST</sup> 7 PM</b></p> <p>FIRST WAVE OFFICIALLY INVITES THOSE INTERESTED IN JOINING FIRST WAVE OR BECOMING MORE ACTIVE IN THE CLUB TO OUR FIRST INFORMATIONAL MEETING. MEET FIRST WAVE TRI AND HEAR ABOUT THE LATEST CLUB NEWS &amp; EVENTS!</p> <div style="text-align: center;">  </div> <p>THOSE WHO PURCHASE A 2003-2004 MEMBERSHIP AT THE MEETING WILL RECEIVE A <b>\$5.00 CREDIT</b></p> <p><b>WHERE:</b> TUESDAY EVENING, OCTOBER 21<sup>ST</sup>                  FREE, FREE TO DROP IN BTW 7-9 PM</p> <p><b>WHERE:</b> NYPD PIZZA, HIGHLAND &amp; 20<sup>TH</sup> ST                  (JUST SOUTH OF CAMELBACK)</p> <p style="text-align: center;"><a href="http://www.aznydpizza.com/">HTTP://WWW.AZNYDPZZA.COM/</a></p>
---	--

Your advertisement in our newsletter.

Ironman- 1/4 page  
 Olympic - 1/4 page  
 Sprint - business card size

Sample of Newsletter



## **First Wave Triathlon Contact Information**

**Questions about this sponsorship agreement can be directed to:**

**Sponsorship Contact:**

Daniel Cadriel, External Vice President  
[dan@firstwavetri.com](mailto:dan@firstwavetri.com)

**Other Contacts:**

Steven Vander Linden, Club President  
623-878-9417  
[steve@firstwavetri.com](mailto:steve@firstwavetri.com)

Amy M. Harvey, Internal Vice President  
602-368-4602  
[amy@firstwavetri.com](mailto:amy@firstwavetri.com)

**Visit us online:**

<http://www.firstwavetri.com/>