



Waupaca Area Triathlon 221 South Main Street Waupaca, WI 54981

Gold Medal Sponsor

\$5000 and Up

- **Advertising**

The Sponsor logo will be included in all media advertising. The mediums used may include Midwest and Wisconsin magazines, billboards, radio, newspapers and newsletters.

- **Website**

The Sponsor logo will be displayed on the Waupaca Area Triathlon web site. A link will be created to the Sponsors web site, if the sponsor provides logo and link.

- **Promotional Items**

A t-shirt will be printed with the Sponsor name and logo being placed on the front of the shirt. These shirts will be distributed to participants and volunteers. The sponsor will receive 10 complimentary shirts.

- **Printed Materials**

12,000 brochure/registration forms for the triathlon will be printed with the Sponsor's logo displayed on the front panel. Brochures will be distributed by direct mail, through health clubs, shops, doctor's offices, clinics, etc.

Several hundred posters will be printed and distributed with the Sponsors name and logo prominently displayed.

- **Banners**

The sponsor's name and logo will be prominently displayed on a banner at the start/finish line. The sponsor may supply a banner to be displayed at the registration area, the start/finish line and the awards ceremony.

- **Press Releases**

Press releases, with the Sponsor's name, will be sent to local newspapers, regional advertising, corporate newsletters, business magazines, tourism periodicals and calendar of events. The Waupaca Area Triathlon Board of Directors will publicly

promote the event with sponsor recognition at business meetings, not for profit organization meetings, tourism functions and/or anywhere they see possible.

- **Audio Advertising**

During the Triathlon the Emcee/Announcer will mention the sponsor every 30 minutes.

- **Community Goodwill**

Media attention will be received through the triathlon efforts of fundraising for the selected local charities and organizations. The Sponsor may benefit by selecting someone from their business to promote this effort which will create a corporate goodwill image.

- **Booth**

The Sponsor will have the opportunity to have an informational booth on the grounds of the triathlon.

- **Awards Ceremony**

The sponsor will be a part of the award ceremony and post race social, including distributing of awards.

- **Complimentary Entries**

Six complimentary entries to the triathlon will be available for the sponsor to use as single or relay team entries.

- **Entry List**

The sponsor will have access to the entry list of participants in the triathlon.



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Silver Medal Sponsor

\$1500 and Up

- **Advertising**

The Sponsor logo will be included in all media advertising. The mediums used may include Midwest and Wisconsin magazines, radio, newspapers and newsletters.

- **Website**

The Sponsor logo will be displayed on the Waupaca Area Triathlon web site. A link will be created to the Sponsors web site, if the logo and link are provided.

- **Promotional Items**

A t-shirt will be printed with the Sponsor name being placed on the back of the shirt. These shirts will be distributed to participants and volunteers. The sponsor will receive 6 complimentary shirts.

- **Printed Materials**

12,000 brochure/registration forms for the triathlon will be printed with the Sponsor's logo displayed on the inside panel. Brochures will be distributed by direct mail, through health clubs, shops, doctor's offices, clinics, etc.

Several hundred posters will be printed and distributed with the Sponsors logo displayed.

- **Banners**

The sponsor's name and logo will be displayed on a banner at the start/finish line. The sponsor may supply a banner to be displayed at the registration area and the sidelines of the start/finish line.

- **Press Releases**

Press releases, with the Sponsor's name, will be sent to local newspapers, regional advertising, corporate newsletters, business magazines, tourism periodicals and calendar of events. The Waupaca Area Triathlon Board of Directors will publicly

promote the event with sponsor recognition at business meetings, not for profit organization meetings, tourism functions and/or anywhere they see possible.

- **Audio Advertising**

During the Triathlon the Emcee/Announcer will mention the sponsor every 60 minutes.

- **Community Goodwill**

Media attention will be received through the triathlon efforts of fundraising for the selected local charities and organizations. The Sponsor may benefit by selecting someone from their business to promote this effort which will create a corporate goodwill image.

- **Booth**

The Sponsor will have the opportunity to have an informational booth on the grounds of the triathlon.

- **Complimentary Entries**

Four complimentary entries to the triathlon will be available for the sponsor to use as single or relay team entries.

- **Entry List**

The sponsor will have access to the entry list of participants in the triathlon.



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Bronze Medal Sponsor

\$500 and Up

- **Advertising**

The Sponsor's name will be included in all media advertising. The mediums used may include Midwest and Wisconsin magazines, newspapers and newsletters.

- **Website**

The Sponsor's name will be displayed on the Waupaca Area Triathlon web site.

- **Promotional Items**

A t-shirt will be printed with the Sponsor's name being placed on the back of the shirt. These shirts will be distributed to participants and volunteers. The sponsor will receive 3 complimentary shirts.

- **Printed Materials**

12,000 brochure/registration forms for the triathlon will be printed with the Sponsor's name and logo displayed on the inside panel. Brochures will be distributed by direct mail, through health clubs, shops, doctor's offices, clinics, etc.

Several hundred posters will be printed and distributed with the Sponsor's name and logo displayed.

- **Banners**

The sponsor may supply a banner to be displayed at the sidelines of the start/finish line.

- **Audio Advertising**

During the Triathlon the Emcee/Announcer will mention the sponsor's name throughout the event.

- **Community Goodwill**

Media attention will be received through the triathlon efforts of fundraising for the selected local charities and organizations. The Sponsor may benefit by selecting

someone from their business to promote this effort which will create a corporate goodwill image.

- **Booth**

The Sponsor will have the opportunity to have an informational booth on the grounds of the triathlon.

- **Complimentary Entries**

Two complimentary entries to the triathlon will be available for the sponsor to use as single or relay team entries.

- **Entry List**

The sponsor will have access to the entry list of participants in the triathlon.



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Contributor Sponsor

\$50 and Up

- **Audio Advertising**
During the Triathlon the Emcee/Announcer will mention the sponsor 2 times during the event.
- **Community Goodwill**
Media attention will be received through the triathlon efforts of fundraising for the selected local charities and organizations. The Sponsor may benefit by selecting someone from their business to promote this effort which will create a corporate goodwill image.
- **Entry List**
The sponsor will have access to the entry list of participants in the triathlon.
- **Promotional Board**
The sponsor's name will be listed on a promotional board located on the grounds of the event.
- **Complimentary Entry**
One complimentary entry to the triathlon will be available for the sponsor to use as a single or relay team entry.



Sponsorship Contract

Business Name: _____

Contact Person: _____

Mailing Address: _____

Physical Address: _____

City, State, Zip: _____

Telephone Number: _____

E-Mail Address: _____

Sponsorship Level

Gold (\$2500 and up) Amount: _____

Silver (\$1000 to \$2500) Amount: _____

Bronze (\$500 to \$1000) Amount: _____

Sponsor Signature _____ Date _____