



Whidbey Island Triathlon

July 31, 2021



Be a part of a beloved local event and get your business name out to visitors to our community!

Event Details

The race begins with a .5 mile swim in Goss Lake on beautiful Whidbey Island, followed by a 19 mile bike ride and a 3.8 mile run on trails at Community Park and county roads. The course is gorgeous with views of Saratoga Passage, the North Cascades, and our beautiful parks and forests. The Triathlon contributes to the health of our community and supports South Whidbey Parks & Recreation programs.

Demographics

- Number of participants 325 approximately
- Gender of participants 53% Female; 47% Male (2015)
- Origin of participants 23% from Whidbey (2015); 77% off-Island
- Average age of participants 40 (2015)
- Number of volunteers 100+ volunteer positions (mostly locals)
- Spectators 300+ estimated
- States/Countries represented Washington; Oregon; California; Idaho; Arizona; Nevada; Texas; Utah; Wisconsin; Canada; United Kingdom

Benefits of Sponsorship

- Affiliation with a long-standing, high-profile event promoting fitness and a healthy lifestyle
- Increase goodwill as you give back to the community and support local recreation programs
- Increase awareness, with your business displayed on banners, participant gifts & promotional materials
- Bring your company's services or products to the attention of athletes, volunteers and spectators.
- Linkage with your company's website increases your site's traffic and link popularity
- Opportunity to hand out product samples and/or company information

- Sponsorship Opportunities on Reverse -

Sponsorship Packages

Friend of the Triathlon (usually in-kind raffle prizes or goody bag stuffers) _____ ~\$100

- Company name/ logo in race handbook
- Mention in the “Fun Things to See or Do While You’re On Whidbey” letter, if applicable (please provide a 50-word description of your business).
- Recognition on social media
- Opportunity to put an approximately 10’ X 10’ booth at race finish line.

T-Shirt Sponsor _____ \$400

Everything above, plus:

- Name or logo on participant shirts (approximately 325 shirts)
- Name/logo/link on triathlon website
- Company recognized in SWPRD’s email newsletter and social media.
- Company recognized in triathlete email newsletter
- Branding/Sampling opportunities at packet pick-up
- Banner at Community Park (sponsor-provided) and/or packet pick-up
- A special thank you in Pre-Race announcements

“Title” Sponsor _____ \$5000

Everything above, excluding all other sponsors, plus

- Event Name Sponsor (ie. The *YourBusinessName* Whidbey Island Triathlon)
- Name/logo on front of shirt instead of back, if desired.

“Friend of the Triathlon” sponsorships are typically a significant raffle prize, or valuable product for 300+ athletes and/or 100 volunteers.

- Sponsor Commitment Form on next page -



Whidbey Island Triathlon Sponsor Commitment Form

Company Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Indicate your sponsorship level:

_____ Friend (~\$100)

_____ T-Shirt (\$400)

_____ Title Sponsor (\$5000)

If you are donating goods or services, please give details here:

Check here if you require a receipt.

Email logos & website links to: programs@whidbey.com.

Mail or fax completed sponsor form as soon as possible in order to take full advantage of all our opportunities to promote your business. **Forms, logos & payment must be submitted by July 1 to be included on the t-shirt.**

Send check payable to *South Whidbey Parks & Recreation District*. Or pay by MasterCard or Visa.

Card # _____ CVV# _____ Expiration Date _____ Total \$ _____

Name on card _____ Signature _____

South Whidbey Parks & Recreation District

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