

# 2018 Longmont Triathlon Weekend Sponsorship Guide

Kids Only Triathlon > Try-A-Tri > Longmont Triathlon

Saturday > Sunday, June 2 - 3, 2018 • Centennial Pool

Be part of the longest-running triathlon in Colorado- 38 years strong!

## Value of being a Longmont Triathlon Weekend Sponsor Targeted Marketing

The Longmont Triathlon weekend is an incredible marketing opportunity for you to reach over 1,000 triathletes, swimmers, bikers, runners, spectators, and volunteers of all ages! Being a Longmont Triathlon Weekend Sponsor is a great way to have fun marketing and being an integral part of our 38 year history!

Saturday: **14th Annual Longmont Kids' Only Triathlon:** 250 athletes, ages 6-17

Saturday: **7th Annual Longmont Try-a-Tri:** 100 athletes, ages 18-80

Sunday: **38th Annual Longmont Triathlon:** 350 athletes, ages 18-80

Volunteers: 75 each day

### Memorable

Sponsorships are valid through the end of the year. However, participants, volunteers, vendors, and spectators wear race apparel featuring sponsors for years, maximizing your support exposure over time.

## Sponsor Levels with Benefits

### Supporting Sponsor \$250

Small sized business logo on volunteer t-shirt, promotional poster, & marketing emails.

Choice of small business logo on Kids' Only Triathlon website or Longmont Triathlon & Try-a-Tri website

10 x 10 vendor booth space at all events

1 complimentary entry to race of choice

Race day recognition & announcements

### Presenting Sponsor \$500

**All benefits of Supporting Sponsorship PLUS:**

Medium sized business logo on all 'Supporting Sponsor' advertisements.

Medium sized business logo on one race shirt (*Kids' Only Triathlon or Longmont Triathlon & Try-a-Tri*) & on both triathlon websites

Display of company banner/poster

1 additional complimentary race entry (2 total)

### Signature Sponsor \$1000

**All benefits of Presenting Sponsor PLUS:**

Large sized business logo on **ALL race & volunteer shirts**

Premiere booth space for BOTH events

2 additional complimentary race entries (4 total)

### In-Kind Donation

**Business logo will be placed on marketing material based on value of donation**

Post race meal for athletes— all events or just one triathlon

Beverages & snacks for athletes: finish line bottled water, sports drinks, post-race fruit, yogurt, energy bars, etc.

Coffee & breakfast snacks for volunteers

Creation of race logo(s), social media advertisements, web based marketing, paper advertisements, etc.

Music/entertainment during the weekend

Race goody bags filled with goodies!

**Other—let us know how you can help!**

*An early commitment & signed sponsorship agreement will ensure maximum exposure on all marketing materials. Promotional poster distributed to Front Range running, biking, businesses, & recreation facilities mid-March.*



City of Longmont Recreation & Golf Services

Centennial Pool; 1201 Alpine St. 303-651-8406

Race Director: Terri Calvin

Terri.calvin@longmontcolorado.gov • 303-774-3795

Longmont Triathlon  
Try-A-Tri Kids Only Tri

[www.longmontcolorado.gov/rec](http://www.longmontcolorado.gov/rec)