

# 2019 Longmont Triathlon Weekend Sponsorship Guide

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

Saturday > Sunday, June 1 - 2, 2019 ■ Centennial Pool

Be part of the longest-running triathlon in Colorado- 39 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 39 year history!

Saturday: 15th Annual Longmont Kids' Only Triathlon: 250 athletes, ages 6-17

Saturday: 8th Annual Longmont Try-a-Tri: 100 athletes, ages 18-80

Sunday: 39th 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

St. Vrain Memorial Building, 700 Longs Peak Ave 303-651-8404

Race Director: Marty Page, marty.page@longmontcolorado.gov 303-774-4694

Co Director: Kris Kron, kris.kron@longmontcolorado.gov 303-774-4758

Longmont Triathlon  
Try-A-Tri Kids Only Tri

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