



YOUR CAUSE SPORTS

RACING FOR ALL THE RIGHT REASONS

2012 Sponsor Options



Contact Information

Michelle Lund
Sponsorship & Expo Coordinator
712.251.9116
michelle@yourcausesports.org



Why Your Cause Sports?

Established in 2007, and the only nonprofit multisport event company in the area, Your Cause Sports is proud to support almost 400 charities nationwide. Because of our unique commitment to fundraising and passion for putting on quality races, YCS has experienced a significant increase in registration, even during this trying economy.

With an email list of almost 15,000, partnering with Your Cause Sports will gain you valuable brand exposure, connect you directly with potential customers and uniquely position your company as among the elite in your industry.



Why Triathlon?

Triathlon is one of the fastest growing sports in the country.

After the 2000 Olympic Games in Sydney, Australia, the sport of triathlon experienced an increased level of excitement and a boost in participation. At just 64,277 nationwide in 1994, participation grew to 122,388 in 2000, then exploded to 460,608 in 2010, with no end in sight.

Although difficult to pinpoint what motivates a triathlete, society's interest in living a healthy lifestyle, together with our country's economic conditions of late, make triathlon the perfect combination of fitness and entertainment. Triathlon clubs and social gatherings abound year after year. Additionally, the ego reward of saying you 'are a triathlete' is second to none.

Triathletes are an appealing demographic. *

- **Affluent:** Like few other sports, a triathlete's average individual income is \$85,000 annually, with an annual household income of \$123,800.
- **Educated:** 86% of triathletes have a 4 year college degree, 50% hold a Masters Degree or higher and 67% are business and community leaders.
- **Diverse:** To say triathletes are a diverse demographic doesn't paint a clear picture. Sure, over 62% are men and almost 38% are women, with the female population increasing each year, but your marketing dollars will reach adult decision makers of all ages:

○ 29 & Under	11.8%
○ 30 - 39	24.6%
○ 40 - 49	25.9%
○ 50 - 59	10.5%
○ 60 & Over	2.8%



* Demographic information provided by USA Triathlon.



A La Carte Options

Sponsor Benefit	Value	SP	EP	P	G	S	B
Promotional Item Branding Your Company logo and contact information printed on one event SWAG item and placed in goodie bags at all series events.	\$1,500	X					
Prize Awards Your Company announced as the provider of all prizes awarded to series competition winners.	\$1,000	X					
Online Race Results Your Company name or logo included in all online race results listings.	\$500	X	X				
Featured in Bulk Email Your Company featured and endorsed by YCS in a separate section of one email blast.	\$400	X	X				
Dedicated Facebook Posting Your Company announced, endorsed and tagged as a sponsor in one dedicated post.	\$300	X	X				
Featured on Website Your Company logo featured on the main Sponsor page of our website.	\$300	X	X				
Featured on Race Shirts Your Company logo featured as the largest and in the top section on the back of all race shirts.	\$200	X	X				
Print Advertisements Your Company logo included in all event exclusive print advertising.	\$200	X	X				
Print Marketing Your Company logo included on all print marketing items.	\$150	X	X	X			
Featured in Expo Expo space at 10' x 20' plus space to display one inflatable.	\$150	X	X	X			
Finish Line Banners Up to 4 banners or flags positioned at the finish line or within the finish chute.	\$100	X	X	X			
Exclusivity Your Company as the official & exclusive sponsor from within your specific industry.	\$100	X	X	X			

Sponsor Benefit	Value	SP	EP	P	G	S	B
First Right of Refusal Your Company offered the opportunity to maintain the same level of sponsorship for the following race season before being offered to any other.	\$100	X	X	X			
Highlighted in Bulk Email Your Company announced among other sponsors in a highlighted section of one email blast.	\$150			X	X		
Facebook Announcement Your Company announced among other sponsors in one post.	\$50			X	X		
Highlighted on Website Your Company logo highlighted at the top of the event sponsor page on our website.	\$100			X	X		
Highlighted on Race Shirts Your Company logo mid-sized and within the mid-section on the back of all race shirts.	\$100			X	X		
Highlighted in Expo Expo space at 10' x 10'.	\$100				X	X	
Included on Race Shirts Your Company logo on all race shirts.	\$50					X	X
Included on Website Your Company logo included on the event sponsor page of our website.	\$50					X	X
Included in Expo Space to display an inflatable, one banner and/or one flag in expo.	\$50					X	X
Goodie Bag Items The opportunity to have a coupon or sample item included either in athlete goodie bags or as an eGoodie Bag item.		X	X	X	X	X	X
Included in Bulk Email Your Company logo included in all email blasts.		X	X	X	X	X	X
Transition Area Banners Up to 2 banners or flags positioned in transition.		X	X	X	X	X	X
Race Day Announcements Your Company announced via PA System on race day whenever sponsors are mentioned.		X	X	X	X	X	X
Sprint or Olympic Distance Race Entries* One entry into the event of your choice.		6	5	4	3	2	1

* Two individual entries can be exchanged for one relay entry at the time of agreement.



Promotional Item Branding

Promotional items are considered to be those that will go home with the athletes. All will be printed with Your Company logo but will be of a color scheme that coordinates with the event or series. The cost shown for promotional items is approximate and per athlete

Hats / Visors		\$4.50
Socks		\$4.50
Awards (350 max per event)		\$3.75
Finisher Medals		\$2.75
Transition Towels		\$2.50
Finish Line Water Bottles		\$2.50
'First Tri' Commemorative Coins		\$2.50
Photos		\$2.00
Finisher Towels		\$1.50
Swim Caps		\$1.50
Gear Bags		\$1.50
Bike Course Water Bottles		\$0.75
Koozies		\$0.75
Lanyards (100 max per event)		\$0.50
Race Bibs (color)		\$0.50
Race Bibs (black & white)		\$0.25



Other Support Alternatives

Although the provider of the following support will be a trusted YCS vendor, it will be made well known that your company has sponsored the supply or service.


Lodging	Post-Race Meal
Video Production	Tents (select events)
Portable Toilets	Packet Pick-Up Space
Course Signs	Radio Communications
Ice	Lead Vehicle
Training Plans	Race Day Blog
Aid Station Storage Units (select events)	Balloon Arch
Finish Line Food	Volunteer Breakfast
Beer Garden	Sprinklers



In-kind Support Options

Volunteer Credit Packages

Volunteers are typically needed for either 4 hours to set-up or tear-down, 6 hours at Packet Pick-up, or 8 hours on race day.

Set-Up	Day before event		5 Max
Packet Pick-Up	Afternoon / evening before event		10 Max
Race Day	All day		100 Max
Tear-Down	Afternoon / evening of race day		5 Max

Any number of volunteers will be considered for a credit, but the more you bring, the bigger your credit!

5 Volunteers		\$50
10 Volunteers		\$125
25 Volunteers		\$375
50 Volunteers		\$1,000

Prize Credits

Any prize that appeals to a mass market, such as gift cards, athletic merchandise or nutritional items, will be considered and credited at its cost value rather than retail.

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Written agreements will be required between YCS and all sponsors as guarantees of performance by both parties. Any optional benefits must be communicated and/or delivered no less than two weeks before each event or the first event in a series.

When applicable, please be sure to have your company logo as a JPG and the URL you prefer as your link ready to submit with your signed agreement.

Until a fully executed agreement is received, YCS reserves the right to negotiate other arrangements.