



Waupaca Area Triathlon Sponsorship Opportunities

Thanks to the tremendous financial support of our sponsors and hard work of our board and volunteers, the Waupaca Area Triathlon event is very successful! Since inception over \$150,000 has been returned to the community through volunteer payments.

Your help is needed again in 2018 to continue to produce a successful event. We hope you will see that sponsoring and volunteering for this great event benefits our community, Waupaca High School scholarships along with your business. We are delivering event sponsorship information to you at one time to facilitate your planning and budgeting.

Please note that trade outs will be handled on an individual basis.

If you have any questions, please contact Henry Veleker at 715-258-4411 or hveleker@cityofwaupaca.org.

We can't do it without you and our community volunteers.

Thank you in advance for your help in making these events a success!

Waupaca Area Triathlon Board of Directors

All Sponsors Receive These Benefits

- Sponsor logos will be included in media advertising, press releases, regional advertising, tourism periodicals and calendar of events.
- Sponsor logos will be displayed on the Waupaca Area Triathlon website with a link to the Sponsors website if provided.
- The sponsors name and logo will be prominently displayed on a banner at the start/finish line. A banner may be supplied by the sponsor to be displayed at the registration area, the start/finish line and the awards ceremony.
- 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.
- The sponsor will have the opportunity to have an informational booth on the grounds of the Triathlon.

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.

Platinum Sponsorship \$5,000 and Up

- This sponsorship level has been assigned for the 2018 event.

Gold Sponsorship \$2,501 and Up

- T-shirt will be printed with the sponsor name and logo placed on the back of the shirt. These shirts will be distributed to the volunteers to be worn on race day.
- 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 on single or relay team entries. Complimentary entry forms must be received by July 1st.
- Audio Advertising – During the Triathlon the Emcee/Announcer will mention the sponsor every 30 minutes.

Sponsoring at this level helps to cover miscellaneous event expenses including timing, public safety and communications.

Silver Sponsorship \$1,001 - \$2,500

- A t-shirt will be printed with the Sponsor name and logo being placed on the back of the shirt. These shirts will be distributed to volunteers to be worn on race day.
- Complimentary Entries – Four complimentary entries to the triathlon will be available for the sponsor to use single or relay team entries. Complimentary entry forms must be received by July 1st.
- Audio Advertising – During the Triathlon the Emcee/Announcer will mention the sponsor every 60 minutes.

Sponsoring at this level helps to cover event advertising and water stations.

Bronze Sponsorship \$500 - \$1,000

- Audio Advertising – During the Triathlon the Emcee/Announcer will mention the sponsors name throughout the event.
- A t-shirt will be printed with the Sponsor name and logo being placed on the back of the shirt. These shirts will be distributed to volunteers to be worn on race day.
- Complimentary Entries – Two complimentary entries to the triathlon will be available for the sponsor to use single or relay team entries. Complimentary entry forms must be received by July 1st.

Sponsoring at this level helps to cover the Friday night Potato Bake, and volunteer expenses.

Contributors \$50 and Up

- Audio Advertising – During the Triathlon the Emcee/Announcer will mention the 2 times during the event.
- The sponsor's name will be listed on a promotional board located on the grounds of the event.
- Complimentary Entries – One complimentary entry to the triathlon will be available for the sponsor to use on single or relay team entries. Complimentary entry forms must be received by July 1st.



Sponsorship Contract

Business Name: _____

Contact Person: _____

Mailing Address: _____

Physical Address: _____

City, State, Zip: _____

Telephone Number: _____

E-Mail Address: _____

Sponsorship Level

Platinum (\$5000 and up) Amount: _____

Gold (\$2501 and up) Amount: _____

Silver (\$1001 to \$2500) Amount: _____

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

Sponsor Signature _____ Date _____