

**TRIATHLON GENERAL INFORMATION**

2.3 million people raced in at least one triathlon in 2010 and 1.5 million triathletes raced in two or more events (compared to 140,000 who ran in two or more marathons). These figures are up 55% from the 2009 season, which shows this sport is growing at an incredible rate.

(Courtesy of USAT and Outside Magazine)

* General Race/Sport Statistics:
  + Local Races:
    - Athletes Participating: 500-1000
    - Spectator Attendance: 1500-2000
    - Volunteers/Vendors: 500
    - Event Length: 2 days includes – Race, Vendor Expo, Awards Ceremony
  + At Championship Races:
    - Athletes Participating: 1500-3000+
    - Spectator Attendance: 10,000-40,000
    - Volunteers/Vendors: 3000-5500
    - Event Length: 3-5 Days include – Race, Vendor Expos, Meet & Greets, Pre Race Dinners, Promotional Events, Tours, Hospitality Tents, Awards Ceremonies
    - At National Championships in 2011&2012 - 48 states were represented
    - At Ironman World Championships in 2012 - 67 countries were represented and at Ironman 70.3 World Championships in 2011 & 2012 - 64 countries were represented

**Race Participant Demographics**

**(Data compiled from USAT 2010 statistics for triathletes competing in USAT events)**

**Income Breakdown**:

Average income: $126,000.00

Ave. Household Income: $162,000.00

Under 50K: 12.9%

$50-$74,999: 14.5%

$75-$99,999: 16%

$100-$149,999: 23.4%

$150-$199,999: 12.1%

$200-$299,999: 8.4%

< $300,000: 5.5%

**Age Breakdown:**

Average Age: 38

Male: 59.6%

Female: 39.5%

<25 years old: 7%

25-29 years old: 12.8%

30-34 years old: 15.7%

35-39 years old: 19.9%

40-44 years old: 17.3%

45-49 years old: 12.1%

50-54 years old: 7.5%

55-59 years old: 3.5%

60-64 years old: 1.6%

65 + years old: .9%

Race & Ethnicity

Caucasian: 88.2%

Hispanic: 3.2%

Asian: 2.1%

Multi-Racial: 1.5%

African American: .5%

Other: 1.1%

Occupation Breakdown:

White Collar jobs: 49%

Professional jobs: 19% (such as Doctor, Lawyer, Accountant, etc.)

Student or Education Workers: 12%

Blue or Gray Collar jobs: 12%

Government or Military jobs: 6%



**2013 Sponsorship Opportunities**

**Gear/Services Donation Sponsors:**

Benefits include:

* Donors receive product/logo recognition on [www.K17SPORT.com](http://www.K17SPORT.com)
* Company logo on race gear and on K-Krew Team T-Shirt
* Posts on personal blog & race blog highlighting gear or service benefits I have derived from use of the product
* Will receive a K-Krew Team T-Shirt

**K17 Sport Crew Member:** Up to $100.00

Benefits include:

* Recognition on K17SPORT.com website
* Schedule of upcoming races/events and notifications of live race feeds to follow races
* Detailed Race Reports after every race
* Will receive a K-Krew Team T-Shirt

**Team K-Krew Sponsor :** $500.00

Benefits include:

* All benefits of K17 Sport Crew membership PLUS
* Donor recognition on website
* Recognition on Race Report Blog postings

**Sprint Level Sponsor:** $1000.00

Benefits include:

* All benefits of previous sponsorship levels PLUS
* Donor Recognition including logo placement on [www.K17SPORT.com](http://www.K17SPORT.com) website
* Logo placed on K-Krew Team Member T-Shirts

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**Olympic Level Sponsor:** $3000.00

Benefits include:

* All benefits of previous sponsorship levels PLUS
* Olympic Level Logo placed on Kenrick’s racing jersey and bike helmet for race exposure for donor
* Donor Recognition Olympic level logo placement on K-Krew Team Member T-Shirts
* Will receive recognition through online publication I contribute to regularly

**Ironman Level Sponsor:** $7500.00

Benefits include:

* All benefits of above of previous sponsorship levels PLUS
* Ironman Level logo on Kenrick’s racing jersey and bike helmet for race exposure for donor
* Will assist at local venues/ vendor expos to promote your company and its services

**Champion Level Title Sponsor:** Mutually Negotiated (One secured sponsorship at this level per season)

* All benefits of above of previous sponsorship levels PLUS
* Champion Level Logo on Front & Back of racing jersey plus on sides of racing shorts and on bike helmet for race exposure for donor
* Available to attend your promotional venues/outings to promote company products/services
* Products from donor will be worn (shirts, visor, hats, etc.) at Award Ceremonies and any other functions Kenrick is a part of before and after events.
* Pictures will be posted, wearing gear and interacting at events, on website
* Company/donor is recognized in all press releases/features

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**Other Sponsorship Opportunities Include:**

**Championship Race Sponsor**

* This season I will be traveling all over the world to compete in various Championship triathlons. With this option, you can sponsor races I will be competing in, internationally and domestically, for the 2013 season. There will be a limit to one Championship Race Sponsor per event. Below are the races to sponsor:
  + **Ironman 70.3 Syracuse** – June 23, 2013 Location: Syracuse, NY
    - $1500.00 – This sponsor will receive all the benefits of the Ironman Level Sponsor for this particular race. (As well as the benefits of the Olympic Level Sponsor for the rest of the season).
  + **Ironman Arizona** – November 17, 2013 Location: Tempe, AZ
    - $3500.00 – This sponsor will receive all the benefits of the Ironman Level Sponsor for this particular race. (As well as the benefits of the Olympic Level Sponsor for the rest of the season).
  + **ITU World Championships Short Course**: September 15, 2013 Location: London, England
    - $6000.00 - This sponsor will receive all the benefits of the Champion Level Sponsor for this particular race. (As well as the benefits of the Ironman Level Sponsor for the rest of the season).

Note: Race sponsor commitments must be made at least 10 weeks prior to event to ensure race gear can be designed and made race ready with your logo.

Thank you for your support!

Kenrick Smith