



**WESTSHORE
TRIATHLON**

Sponsorship
Proposal
2016





WELCOME TO TRIATHLON

Westshore Triathlon is a local triathlon club who are enthusiastic about introducing a series of triathlons on Vancouver Island and the West Shore. We currently have the approval and support from the City of Langford and the Western communities to host two annual Triathlon events in the West Shore with the addition of a third in 2016.

SPONSORSHIP

There's no better way to show your company's community support than introducing a new generation of athletes to the fastest growing sport in Canada, Triathlon. Your participation will reap benefits for your business all year long!

As a sponsor, you will receive attention from; radio, community/ race expos, social and print media, rack cards, race posters and on our coveted race garments. You will receive high visibility; every athlete, family member, spectator, volunteer and the general public will be frequently exposed to your company, product or service.

It is our sincere hope that you will view this as an opportunity to promote your business but also expand your community recognition and involvement.



WESTSHORE RACE SERIES

WESTSHORE TRIATHLON & DUATHLON 27 MAR 2016

This is the first race of the season on Vancouver Island it's a must attend event for beginners and experienced triathletes/Duathletes, and new for this year a "Kids Of Steel" event.

LANGFORD TRIATHLON

JULY 2016

This race will have athletes swimming in Langford Lake, take them on a scenic bike race through the picturesque West Shore communities and have you finish with a run on the beautiful trails surrounding Langford Lake itself.

TEAM TRIATHLON (NEW)

AUG 2016

The Team Triathlon is not a relay; each member must complete all three disciplines as a team.

RACE COMMITTEE

The Westshore Triathlon Race Committee are **all volunteers** who have produced a succession of high quality, safe and fun events.



MARKETING CAMPAIGN

PRINT PROMOTION

- Rack cards (5000, 4 x 9) for each race widely distributed on the Island and lower mainland at other events, sports stores & recreation centers.
- Race posters (100 large) displayed at running/ cycling stores, recreation centers and business.
- Special offers directed to local multi-sport clubs and coaches

WEBSITE & SOCIAL MEDIA PROMOTION

- Social media initiatives, weekly releases Facebook, Twitter and participant email.
- High traffic website - Westshore Triathlon
- Online links – Ryder Hesjedal's Tour De Victoria, Tri Geeks Multi sport, BEE 3 Fitness,
- Company Logo on official web site and race page.

RACE PACKAGE PICKUP

- Sponsors have the opportunity to provide a race package insert.
- Expo Banners

TABLE/BOOTH AT EVENTS

- Times Colonist 10k
- Frontrunners Island Race Series
- Maritime Forces Pacific Expo (MARPAK)

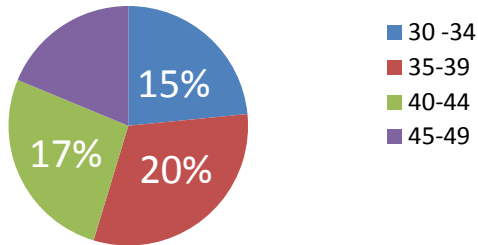
WEBSITE CALENDARS

- Online race and community calendars – Triathlon BC, West Shore Parks and Recreation Centre.

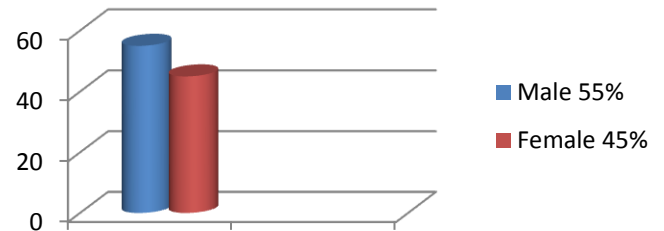


TRIATHLON DEMOGRAPHICS

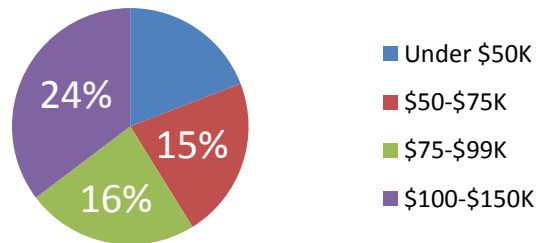
Race participation by Age



Race participation by Gender



Average Family Income



COMMUNITY SUPPORT & CHARITY

Westshore Triathlon provides support and sponsorship to local athletes and charities.

- Jr A Shamrock Lacrosse Athlete
- United Way Campaign
- Goldstream Food Bank



SPONSORSHIP OPPORTUNITIES

Cash Commitment	What is important to you?	Big Ring 5,000	Freestyle 3,500	Hammer Fest 2,000	Clincher 1,500	Brick 500
Poster (100) 18 x 24		*	*	*	*	
Rack Cards (6000) 4 x 9		*	*			
Race Garment		*	*	*		
Banner Pkg pick-up		*				
Finish Line Gantry		*				
Banner Placement Transition		*	*	*	*	
Banner placement Finish Line Chute		*	*			
Radio Advertisement		*				
Social Media		*	*	*	*	
Race Website - pages		*	*	*	*	*
Podium Presentations		*				
Bass Ads		*				
Pre-Race Briefing Shout- out		*	*			
Race Day Shout-out		*				
Complimentary Entries		4	2	1	1	1
Naming rights to Swim Course		*				
Naming rights to Bike Course			*			
Naming rights to Run Course		*				

OTHER EVENT OPPORTUNITIES

There are many parts of a Triathlon that are unique they can offer exposure and profile sponsors including:

- In-Kind Sponsor
- Services or Equipment Support
- Volunteering
- Entertainment
- Expo Tent – vender
- Cooperate Team Building

*We can work with you to position your company as title or the individual components.