



OC TRI SERIES

JUNE 1-2, 2019

**PARTNERSHIP
PACKET**

Additional and custom sponsorship opportunities available.

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INTRODUCTION

The Orange County Triathlon and Duathlon is an event with a mission to encourage health, wellness, family and community while simultaneously providing a challenging race experience that'll bring out the best in our participants.

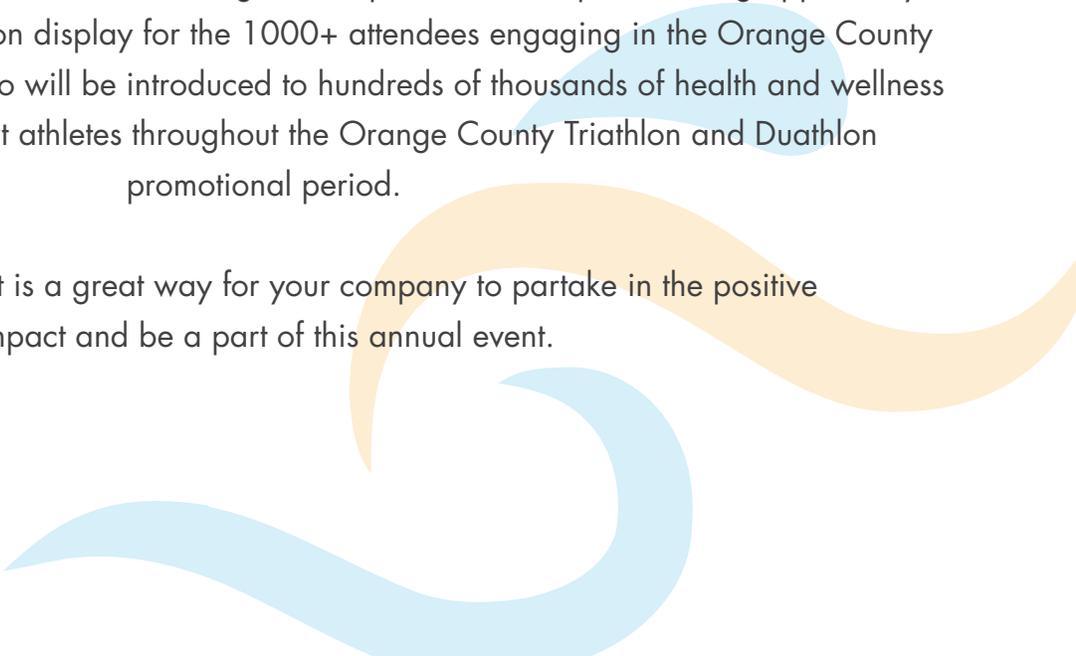
Athletes are encouraged to come out to the Health and Wellness Expo the day before racing. Here they can pick up their race materials and souvenirs as well as visit and shop from the on-site vendors.

On race day, the athletes begin with a 1500 Meter Swim in beautiful Lake Mission Viejo, the Duathletes begin with a 2000 Meter run. Up next is a scenic 40K bike ride up and down Santiago Canyon. Upon completion of the bike, athletes take on the challenging 10K Run and finish at the Lake.

This is a challenging and rewarding race that will keep athletes coming back year after year for the race and for the community.

We are excited for the economic impact that the event will have on Lake Mission Viejo and the surrounding communities. As with many races there is a diversity in participation which allows for a number of branding opportunities. Partnering with us provides a unique branding opportunity. Not only will your brand be on display for the 1000+ attendees engaging in the Orange County Triathlon and Duathlon but also will be introduced to hundreds of thousands of health and wellness enthusiasts and multi-sport athletes throughout the Orange County Triathlon and Duathlon promotional period.

Sponsoring this event is a great way for your company to partake in the positive impact and be a part of this annual event.





ABOUT THE RACE

MISSION

To create an amazing athlete experience through a fun and challenging race course and an interactive and relevant health and wellness expo. The Orange County Triathlon is an opportunity to bring athletes, families, local charities and businesses together while providing a positive and healthy experience for all.

VISION

After selling out in 2018, we've increased our capacity to 1000 participants and expect to hit that goal in 2019. We are incorporating several local and national charity partners to further give back to the communities in which they serve; and provide a healthy, fun race experience that keeps athletes and their families coming back each year.

OBJECTIVES

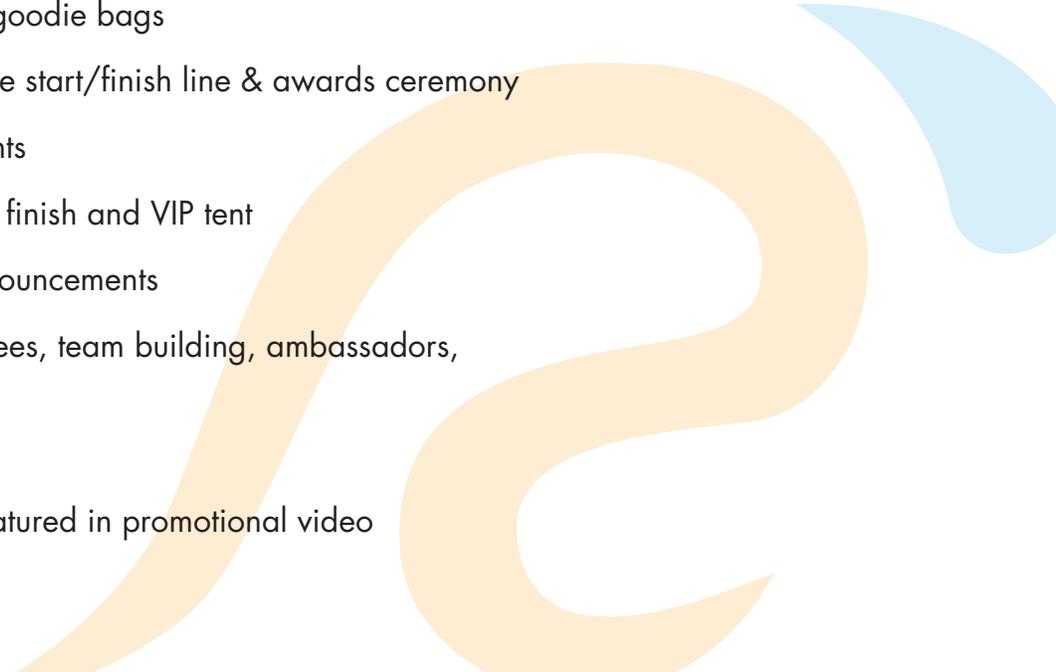
- Promote Lake Mission Viejo and our supporters, sponsors and vendors
- Increase economic Impact in Lake Mission Viejo and surrounding communities.
- Grow the Orange County Triathlon and Duathlon
- Raise money for charities
- Encourage community involvement through volunteering





TITLE SPONSOR

\$15,000

- Exclusive product category
 - Exclusive naming rights (name and logo included)
 - Prominent logo printed on the backs of the official race-t shirts worn by 1,000+ participants for years to come
 - Your company's name will be on all media "Your Company's Name" Orange County Triathlon and Duathlon
 - Prominent hyperlinked logo on website
 - 20 x 10 booth space at vendor village (packet pick-up and finish line)
 - Goodie bag insert in 1,000+ race bags (insert provided by sponsor)
 - (6) dedicated social media posts (60,000 impressions)
 - Hyperlinked ad in 8+ email blasts (120,000 unique impressions in each blast)
 - Your Company name on the race bibs
 - Naming & Logo printed on promotional flyer's (25,000+ impressions)
*Dependent on when fliers are printed
 - Company logo included on the goodie bags
 - Company to be announced at the start/finish line & awards ceremony
 - Named in all race announcements
 - Featured on (8) banners at start, finish and VIP tent
 - (4) 30-second featured race announcements
 - (5) FREE race entries for employees, team building, ambassadors, family friends your choice!
 - (5) VIP tent entries
 - (4) Company name and logo featured in promotional video
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PRESENTING SPONSOR

\$8,500

- Name included in race title and all race marketing (text only; does not include your logo in title)
 - Exclusive product category
 - Logo printed on the backs of the official race-t shirts worn by 1,000+ participants for years to come
 - Hyperlinked logo on website
 - 10 x 10 booth space at vendor village (packet pick-up and finish line)
 - Goodie bag insert in 1,000+ race bags (insert provided by sponsor)
 - (3) dedicated social media posts (30,000 impressions)
 - Hyperlinked ad in 4+ email blasts (120,000 unique impressions in each blast)
 - Naming & Logo printed on promotional fliers (25,000+ impressions)
*Dependent on when fliers are printed
 - (2) 30-second featured race announcements
 - (2) FREE race entries for employees, team building, ambassadors, family friends your choice!
 - (2) VIP tent entries
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VOLUNTEER SPONSOR

\$2,000

Producing an event of this size is not possible without the work of volunteers. The Orange County Triathlon and Duathlon takes the work of over 250 volunteers in order to make the event run smoothly. Show your support by sponsoring the volunteers!

- Prominent logo printed on the backs of the official volunteer shirts worn by 250+
- Your company name and logos on banners at the volunteer check-in booth
- Recognition in volunteer correspondence emails
- Company recognition on the Orange County Triathlon and Duathlon website (hyperlinked logo on website); including email blasts, social media
- Goodie bag insert in 1,000+ race bags (insert provided by sponsor)
- 10 x 10 booth space at vendor village (packet pick-up and finish line)
- Opportunity to donate products to be given out to volunteers



PHOTOGRAPHY SPONSOR

\$2,000

Photos are one of runners FAVORITE things to take away from the race, and with your help we can make these photos FREE to runners! Every photo will have your logo on it, which runners will inevitably share on social media, post on their websites, and earn a spot on their brag wall! In addition to your logo being on every official photo, you will receive:

- Promotion to runners in pre-race communication
- Your company name and logos on 1000+ finish line photos
- Recognition of photos provided by "Your Company" in post race communication and on website/social
- Your logo, company description, and hyperlink on the race photo page of website
- Goodie bag insert in 1,000+ race bags (insert provided by sponsor)
- 10 x 10 booth space at vendor village (packet pick-up and finish line)

"I TRI'D" RECOVERY ZONE SPONSOR

\$2,000

We are looking to provide runners with a recovery zone as they finish the race to work out any kinks from completing the run! Runners will be provided a free yoga session, stretching station massage and more. Your banners, booth, and logo will be a part of the recovery zone. Help these runners out by providing them with a way to recover after this tough race.

- Your company name and logos on banners at the "I Tri'd Recovery Zone"
- Recognition at the recovery zone by the MC of the event
- Company recognition on the Orange County Triathlon and Duathlon website (hyperlinked logo on website); including email blasts, social media
- Goodie bag insert in 1,000+ race bags (insert provided by sponsor)
- 10 x 10 booth space at vendor village (packet pick-up and finish line)
- Opportunity to hand out any recovery samples

WATER STATION SPONSOR

Brand one of the five water stations located along the course with your name. This gives you the opportunity to promote your company in a unique way! -You have the option of working the water station or we will find a charity partner who work it for you. Make it a fun event and create a station that the runners won't forget! As an additional bonus \$500 will be given back to the charity of your choice, or the charity that works the station. This is a great way to not only gain exposure but also give back to the community

\$1,000

MILE MARKER SPONSOR

- Company Name and Logo on Mile Marker
- Your company name and logos on over 3000 t-shirts
- Logo/Link on www.octriseries.com

\$300 EACH
16 Available

EVENT WEEKEND EXHIBITOR

Set up a booth to gain attention from athletes at the Health and Wellness Expo (Saturday) and at the Finish Line (Sunday). All athletes are required to visit the Health and Wellness Expo on Saturday to check in. Athletes will be looking for the latest in wellness and gear as well as stocking up on last minute race supplies. The Health and Wellness Expo is open to the public during packet pickup and on race day. Hand out promotional material, sell products or run contests to gain attention.

\$300

Looking for larger booth spacing?

Custom Sponsorship opportunities available, contact Renee Wierz.

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