



**PACIFIC COAST
TRIATHLON**
CRYSTAL COVE STATE BEACH

**ORANGE COUNTY
INTERNATIONAL TRIATHLON**
LAKE MISSION VIEJO

The Orange County Tri Series wants to thank you for your consideration in sponsoring the events. These are year long projects and our team works extremely hard to produce them. The production of these events leads to an amazing race experience for all types of competitors. For some, these are just two triathlons on an athletes race calendar, for others, these are year long training commitments to lead them to our start line.

Without the help of our amazing team, our incredible volunteers and our generous sponsors, providing this event experience to the athletes and community would not be possible.

We thank you again for your consideration and we look forward to a mutually beneficial relationship.

Signed,

Brandon & Renee

To purchase a sponsorship:

Email: info@octriseries.com

Call Renee Wierz, 760-713-3353

Call Brandon Walters, 760-475-4905

www.octriseries.com



OC TRI SERIES
TRIATHLON • DUATHLON

**SPONSORSHIP
& MEDIA KIT**



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About Our Events

The OC Tri Series has existed within the triathlon community for over 10 years. It consists of two amazing triathlons in Orange County with over 6000 athletes and spectators that attend each year. The marketing base of the triathlons has an estimated reach of 250,000.

Athlete demographics are 65% men and 35% women and an average age of 43. We are excited to welcome sponsors like yourself to our team to help continue the ongoing success of the sport and enhance the athlete's and spectators experiences.

The OC Tri Series is interested in onboarding your company as a sponsor. We know that your business brand has a strong presence in the triathlon industry and would be greatly appreciated by all those that attend these truly legendary events.

The industry EXPO will be packed with speakers, industry partners and athlete engagements that allow our attendees to connect one-on-one with our sponsors.



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65% Male 35% Female



Age Range 35-45

**Average Income
\$150,000.00 Annually**

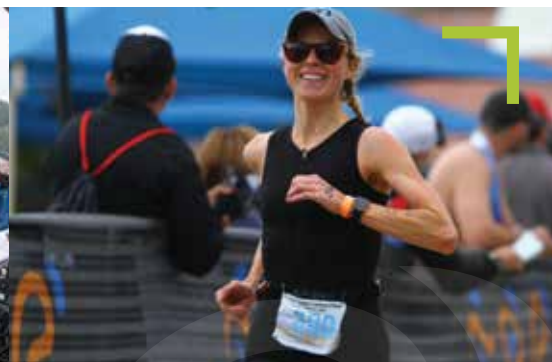


OC Tri Onsite Exposure

3000+

Pac Coast Onsite Exposure

3000+



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OC Perks

Ultimate Sponsor 12000

Additional Year 11000

Included in Name of Event
Included in Logo of Event
Included in all Marketing Materials (estimated reach 200K-300K industry related)
10-12 Venue announcements
2 Featured emails write ups to participants
Signage at Finish Line
Signage at Start Line
10x20 booth space at 2 day expo
Goodie Bag Insert 600-800 goodie bags
Included in 2 Sponsor thank you emails to participants
Logo and link on website

Sponsor Both Events (OC + PC Tri) with Additional Perks!

Ultimate Series Sponsor 22000

Additional Year 20000

Included in Series Name and Logo
Included on Home Page of OCTRISERIES.COM

Air in my Swimsuit - Swim Course Sponsor 3500

Additional Year 3000

Presenting sponsor of the Swim Course
Logo and Link in 4 email advertisements (60K subscribers)
Logo on Swim Start Arch Banner
Logo on Swim Finish Banner
10x10 booth space at 2 day expo
Included in 2 Sponsor thank you emails to participants
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

Air in my Tires - Bike Course Sponsor 3500

Additional Year 3000

Presenting sponsor of the Bike Course
Logo on 5KM Markers (8) on Bike Course
Logo and Link in 4 email advertisements (60K subscribers)
10x10 booth space at 2 day expo
Bike service booth in 2 Transitions
Included in 2 Sponsor thank you emails to participants
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

Air in my Lungs - Run Course Sponsor 3500

Additional Year 3000

Presenting sponsor of the Run Course
Logo on Mile Markers (6) on Run Course
Logo and Link in 4 email advertisements (60K subscribers)
Included in 2 Sponsor thank you emails to participants
10x10 booth space at 2 day expo
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

Exhibitor [Click Here](#)

Included in 2 Sponsor thank you emails to participants
10x10 booth space at 2 day expo
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

VIP Sponsor 700

Additional Year 600

Featured Email to VIP participants
Signage in VIP Booth
Included in 2 Sponsor thank you emails to participants
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

Lunch Sponsor Meals for 600-800

Opportunity to sample product to 600-800 participants
Included in 3 marketing emails (60K subscribers)
Signage around Lunch Area
Included in 2 Sponsor thank you emails to participants
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

IN Kind Donation Sponsor Enough product for 600-800

Logo and link on website
Included in 2 Sponsor thank you emails to participants
10x10 booth space at 2 day expo
Goodie Bag Insert 600-800 goodie bags



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SPONSORSHIP & MEDIA KIT

PCT Perks

Ultimate Sponsor 12000

Additional Year 11000

Included in Name of Event
Included in Logo of Event
Included in all Marketing Materials (estimated reach 200K-300K industry related)
10-12 Venue announcements
2 Featured emails write ups to participants
Signage at Finish Line
Signage at Start Line
10x20 booth space at 2 day expo
Goodie Bag Insert 600-800 goodie bags
Included in 2 Sponsor thank you emails to participants
Logo and link on website

Sponsor Both Events (OC + PC Tri) with Additional Perks!

Ultimate Series Sponsor 22000

Additional Year 20000

Included in Series Name and Logo
Included on Home Page of OCTRISERIES.COM

Air in my Swimsuit - Swim Course Sponsor 3500

Additional Year 3000

Presenting sponsor of the Swim Course
Logo and Link in 4 email advertisements (60K subscribers)
Logo on Swim Start Arch Banner
Logo on Swim Finish Banner
10x10 booth space at 2 day expo
Included in 2 Sponsor thank you emails to participants
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

Air in my Tires - Bike Course Sponsor 3500

Additional Year 3000

Presenting sponsor of the Bike Course
Logo on turn-a-round signs (2)
Logo and Link in 4 email advertisements (60K subscribers)
10x10 booth space at 2 day expo
Bike service booth in 2 Transitions
Included in 2 Sponsor thank you emails to participants
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

Air in my Lungs - Run Course Sponsor 3500

Additional Year 3000

Presenting sponsor of the Run Course
Logo on 3 mile markers
Logo and Link in 4 email advertisements (60K subscribers)
Included in 2 Sponsor thank you emails to participants
10x10 booth space at 2 day expo
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

Exhibitor [Click Here](#)

Included in 2 Sponsor thank you emails to participants
10x10 booth space at 2 day expo
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

VIP Sponsor 700

Additional Year 600

Featured Email to VIP participants
Signage in VIP Booth
Included in 2 Sponsor thank you emails to participants
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

Lunch Sponsor Meals for 600-800

Opportunity to sample product to 600-800 participants
Included in 3 marketing emails (60K subscribers)
Signage around Lunch Area
Included in 2 Sponsor thank you emails to participants
Goodie Bag Insert 600-800 goodie bags
Logo and link on website

IN Kind Donation Sponsor Enough product for 600-800

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