

Townsville Triathlon Festival Inc

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Sponsorship proposal 2009



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The 8th Annual Townsville Triathlon Festivals Corporate Team Triathlon



2009 NEW LOCATION – THE STRAND, TOWNSVILLE

Sponsorship opportunities for the 2009 Corporate Team Triathlon are now available—sponsorship levels are designed to give maximum exposure to a smaller number of high profile corporate sponsors.

The event is in its 8th year and has quickly become a much-anticipated event on sporting and corporate calendars.

Sponsorship levels

Naming Sponsor: TP human capital—receives full event naming rights and receives all of the other benefits listed as a major sponsor.

Gold Major Sponsor —each major sponsor receives equal coverage for the event.

Last year's Major Sponsors were:

- ▶ RCQ
- ▶ Ferry
- ▶ Genesis (major sponsor for previous 2 years)
- ▶ MacDonnells Law (major sponsor for previous 5 years)

The naming rights sponsor and the 3 major sponsors will gain equal sponsorship benefits.

Silver Major Sponsor —each minor sponsor receives equal coverage for the event.

Bronze Prize Sponsors—organisations that are competing in the triathlon are able to gain some coverage by donating random draw prizes. Minimum prize value of \$100.00 applies.



2008's winning men

Website www.corporatetriathlon.com.au

Reason for the event

The corporate team triathlon is an event promoting teamwork, a healthy workforce, corporate health, and maintaining a work/life balance.

To reinforce the social aspect of the triathlon, there will also be random draw prizes and prizes presented for the best costume, fancy dress or team uniforms.

The event is an opportunity for workmates to participate in a social atmosphere outside of the workplace, while promoting a healthy, active lifestyle.

This year we are again raising money for The Cancer Council Queensland.



Event background

TP human capital sponsored 2 corporate triathlons in 2002. The events were used as a trial, gauging interest from the corporate community in supporting such an event. With limited marketing and promotion, the event drew around 100 competitors (35 corporate teams).

Annual participation growth:

- ▶ 2002.....100 participants (35 teams)
- ▶ 2003.....150 participants (50 teams)
- ▶ 2004.....180 participants (60 teams)
- ▶ 2005.....183 participants (61 teams)
- ▶ 2006.....228 participants (76 teams)
- ▶ 2007.....495 participants (165 teams)
- ▶ 2008.....600 participants (200 teams)
- ▶ **The new Townsville Strand location anticipates 1000+ participants**

As shown, the event has continued to grow and has become a much-anticipated event on annual sporting and corporate calendars. The support and feedback from the events has been fantastic. All levels of fitness and fun have been represented.

The event has continued to grow in popularity and we are eagerly anticipating about **350** teams in this year's event.

- Venue:** **The Strand - Townsville**
- Date:** Sunday, 20 September 2009
- Format:** Each team will be made up of 3 competitors (minimum of 2 per team). Each competitor will complete 1 of the 3 sections.
- Categories:** Male, Female, Mixed - Corporate Team Men, Female, Mixed
- Distances:** Swim..... 400 m
Bike 16 km
Run..... 4 km



2008 Event

Minor Sponsor's Package - \$2,000.00 + gst (ONLY 10 MINOR SPONSORSHIP PACKAGES AVAILABLE)

The event and its sponsors will receive the following coverage.

- ▶ Opportunity to purchase a site marquee within the transition area - \$250.00
- ▶ Coverage in Newspapers – advertising and editorial
- ▶ Logos on all advertising material
- ▶ Logos on all application forms
- ▶ Logos on dedicated web site
- ▶ Information will be e-mailed directly to over 2500 business people (minimum twice prior to event)
- ▶ Post-event results will also be emailed
- ▶ Advertising by e-mail and mail-out (3000) to all swimming, running, cycling and triathlon clubs in the Townsville region
- ▶ Opportunity to place your company signage around the event site
- ▶ Opportunity to set up marquee around the event site – displaying goods or services
- ▶ Logo on TP human capital Corporate Teams Triathlon webpage on TP human capital's website
- ▶ Reference to web site – e.g. 2007
<http://www.tphumancapital.com.au/?page=699&PHPSESSID=d29511ab625795df4ff300d43250aed4>
- ▶ Information that the sponsor can e-mail to their own database of clients
- ▶ Opportunity to supply brochures or marketing material to be included in each participant's race pack

Townsville Triathlon Festival Inc Committee and Townsville Triathlon Clubs will manage the entire event, taking care of all of the logistical and advertising aspects.

Fundraising

The Cancer Council Queensland raises funds which are dedicated to eliminating cancer and diminishing suffering from cancer through research, treatment, patient care and prevention and early detection. This year part proceeds from the event will be donated to The Cancer Council Queensland and we will be also raising money on the day.



Sanctioning / Insurance

The event is sanctioned by Triathlon Queensland and all competitors will be covered by Triathlon Queensland and TP human capital's public liability insurance.

Hundreds of fancy dress competitors in 2008



Thousands of full-colour A4 flyers

Contacting Townsville Triathlon Festival Inc

For more information about the TP human capital Corporate Team Triathlon or sponsorship discussed in this document, do not hesitate to contact us.

Phone: 4772 3800 (business hours) or 0438 044 464 (after hours)

E-mail: info@corporatetriathlon.com.au



Townsville Fire players volunteered to help run the 2008 event