

Sponsorship Proposal for RE/MAX Realty

2015 PPD Beach2Battleship

www.beach2battleship.com

10.15.15 to 10.17.15



Sponsor Contact

Sarah Smith Agent

123 King Street
Wilmington, NC 27704
910-555-1234
sarah@remaxhomes.com

Event Contact

Tom Crichton Founder

4208 Six Forks Road Suite 1000
Raleigh, NC 27609
800-568-6580
info@helpgetsponsors.com

Event Overview

On October 17, 2015, over 2,250 athletes will visit Wilmington, NC to compete in the PPD Beach2Battleship Triathlon. The PPD Beach2Battleship is an internationally recognized iron distance and half iron distance triathlon.

Competitors from around the country and the world have traveled to the area to enjoy everything this world famous waterfront destination has to offer and to experience a competition Triathlete Magazine named as one of the top 5 iron distance triathlons in the world.

Participant Demographics

- Average household income: \$126,000
- 98% have a 4-year college degree
- 45% have a post-graduate degree
- 81% 18-49 age demo
- Median age: 38
- 60% Male - 40% Female

According to the Sporting Goods Manufacturers Association (SGMA), approximately 2.3 million individuals completed at least one triathlon in 2010, representing 55% growth in one year.

Sponsorship Summary

Corporate sponsorship plays a key role in the success of this growing event. Sponsorship is a powerful way to promote your business, support health and wellness, team build, and become involved in the community.

Marketing through triathlon events is one of the fastest growing segments of event sponsorship. Companies of all sizes continue to tap into the growing popularity of the sport of triathlon. This coveted demographic includes high trends in education, household income and purchasing power.

The PPD Beach2Battleship provides various levels of sponsorship packages for businesses of all sizes. It is a great way to get corporate employees involved in the community and focused on health and wellness.

Venue Information

The race begins at beautiful Wrightsville Beach and finishes in historic downtown Wilmington. Thousands of friends, family, and spectators will visit the 2-day expo and finish line festival.

Community and Charitable Benefits

All of the event's net proceeds are contributed to the Wilmington Family YMCA. The Wilmington Family YMCA holds true to the mission of serving people of all faiths, races, abilities, ages, and incomes in order to make its community a healthier, safer, better, place to live.

Pricing Information

Entertainment Stage Banners <small>(provided by sponsor)</small>	\$1600.00
Expo Space	\$800.00
Logo on Participant Gift <small>(award, door prize, etc.)</small>	\$750.00
Logo on Tee Shirt	\$375.00
PA Announcements	\$600.00
E-blast to Database <small>(shared with multiple sponsors)</small>	\$375.00
E-Newsletter to Database <small>(shared space)</small>	\$375.00
Full Page Ad in Print Program	\$675.00
Social Media Postings	\$125.00
Tier III. Web Banner <small>(sponsor thank you web page only)</small>	\$400.00
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Total:	\$6,075.00