



iTRI

KIDS' RACING SERIES

iSwim. iBike. iRun.



2019 iTRI Kids' Racing Series Community Partners Opportunities

Dear Potential Community Sponsor:

Hello and thank you for your interest in the 2019 iTri SoFla Kids' Racing Series. This series has been created for two main reasons. The first is fairly obvious. iTri Kids' Racing Series is designed to further encourage children (and their parents) to take an active role in the health and wellness for their entire lives. As we age, traditional sports like football, baseball, basketball, and soccer are more difficult to play and almost impossible to play alone. However, swimming, cycling, and running are sports one can participate in into their 90's. An 85 year old woman, Katherine Beiers, finished the 2018 Boston Marathon. The secondary reason is a part of the story behind iTri SoFla. Coach Nick first met Coach Nat when Nat brought her infant and toddler girls to Coach Nick for swimming lessons. Fast forward 3-4 years and Nat brings her girls to join Coach Nick's non-competitive swim team. Coach Nick and Coach Nat chat about their kids, sports, etc. Coach Nick's children have been competing in triathlons around Florida for several years and he has been disappointed in the locally run events. Coach Nat had been the race director for a local running event for children for the previous 4 years. It didn't take too long for that light bulb to go off in both of their heads... and here we now are!

Our mission is to create a Miami based racing series targeting mostly children; however, we are going to take an active role on getting as many of the parents to compete as well. We want to encourage ALL people to get involved, channel your inner athlete, and spend some quality time with the family. We would love for you to consider joining the cause. Please review below sponsorship options for the 2019 iTri Kids' Racing Series.

Once you have reviewed the options, and are ready to partner with us or have any questions, please contact Nicholas Bevilacqua, Coach Nick, at 786-586-6148 or you can email us at itrikidsracing@gmail.com.

Kind regards,
iTRI Crew

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W | www.itrikidsracing.com
E | itrikidsracing@gmail.com



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2019 iTRI Kids' Racing Series Community Partners Opportunities Partnerships cover all events in 2019

Title Community Partner \$10,000

- Naming Rights for event and exclusivity
 - 2019 iTri SoFla Kids Race Series presented by (TITLE SPONSOR NAME)
- Public address announcements throughout race day
- Prominent logo placement throughout the itrisofla.com website
- Email dominance in all newsletters and communications
- Company name / logo on all advertisements (print and social media) leading up to events and during the year
- Social Media Announcements: 4 times per week, mentioning your company as the Title Community Partner
- Choice of tent(s) placement at all race events - tents provided by sponsor
 - One tent placement during single sport events
 - Up to two tent placements during multisport events when space is available
- Marketing material given to all athletes (in race bags or envelopes)
- Branded finish line logo dominance, banners and/or fencing
- Top logo placement on all race day signage (when applicable)
- Major logo inclusion on race shirts
- Company logo on bib numbers for event (when applicable)
- Logo on Finish Line Arch
- Prominent logo presence on backdrop for photos and/or behind medal stand
- Banner placement at all sections of any event (swim, bike, run, and transition areas – up to 10 banners maximum, banners provided by sponsor
- Ability to have a retail at all 10 events presence
- Option for Company representative to hand out awards
- 10 complimentary race entries for an individual event
- First right of refusal for 2020 Title Sponsorship



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Full Community Partner \$5,000

- Public address announcements throughout race day
- Logo placement throughout the itrisofla.com website
- Logo placement in sponsor section in all newsletters and communications
- Logo on all advertisements (print and social media) leading up to events and during the year
- Social Media Announcements: 2 times per week, mentioning your company as a Full Community Partner
- Tent placement at all race events, finish line area - tents provided by sponsor
- Marketing material given to all athletes (in race bags or envelopes)
- Branded finish line logo dominance, banners and/or fencing
- Logo placement on all race day signage (when applicable)
- Logo inclusion on race shirts
- Logo on Finish Line Arch
- Banner placement at all sections of any event (swim, bike, run, and transition areas – up to 8 banners maximum, banners provided by sponsor)
- Ability to have a retail at all 10 events presence
- 6 complimentary race entries for an individual event
- First right of refusal for 2020 Full Sponsorship



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Partial Community Partner \$2,000

- Public address announcements throughout race day
- Logo placement on itrisofla.com's website – sponsor section
- Logo placement in sponsor section in all email communications
- Logo on all advertisements (print and social media) leading up to events and during the year
- Social Media Announcements: 2 times per month, mentioning your company as event sponsor
- Tent placement at all race events, finish line area - tents provided by sponsor
- Marketing material given to all athletes (in race bags or envelopes)
- Branded finish line logo dominance, banners and/or fencing
- Logo placement on all race day signage (when applicable)
- Logo inclusion on race shirts
- Logo on Finish Line Arch
- Banner placement in finish line area, up to 4 banners maximum, banners provided by sponsor
- Ability to have a retail at all 10 events presence
- 4 complimentary race entries for an individual event
- First right of refusal for 2020 Partial Sponsorship



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Local Community Partner (retail) \$750

- Public address announcements throughout race day
- Logo placement on itrisofla.com's website – sponsor section
- Logo placement in sponsor section in all email communications
- Logo on all advertisements (print and social media) leading up to events and during the year
- Social Media Announcements: 1 time per month, mentioning your company as event sponsor
- Tent placement at all race events, finish line area - tents provided by sponsor
- Marketing material given to all athletes (in race bags or envelopes)
- Logo placement on all race day signage (when applicable)
- Logo inclusion on race shirts
- Banner placement in finish line area, up to 2 banners maximum, banners provided by sponsor
- Ability to have a retail at all 10 events presence
- 2 complimentary race entries for an individual event
- First right of refusal for 2020 Local Sponsorship



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2019 iTRI Kids' Racing Series Community Partners Opportunities Partnerships cover all events in 2019

Local Community Partner (non-retail) \$500

- Public address announcements throughout race day
- Logo placement on itrisofla.com's website – sponsor section
- Logo placement in sponsor section in all email communications
- Logo on all advertisements (print and social media) leading up to events and during the year
- Social Media Announcements: 1 time per month, mentioning your company as event sponsor
- Tent placement at all race events, finish line area - tents provided by sponsor
- Marketing material given to all athletes (in race bags or envelopes)
- Logo inclusion on race shirts
- Banner placement in finish line area, up to 2 banners maximum, banners provided by sponsor
- 1 complimentary race entry for an individual event
- First right of refusal for 2020 Local Sponsorship



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Value / "In-Kind" / Trade Community Partner

- Provide products or underwrite specific expenses for events. Total amount of expenses must be equal or greater than \$750 for the entire year, covering all 10 events.
- Public address announcements throughout race day
- Logo placement on itrisofla.com's website – sponsor section
- Logo placement in sponsor section in all email communications
- Logo on all advertisements (print and social media) leading up to events and during the year
- Social Media Announcements: 1 time per month, mentioning your company as event sponsor
- Tent placement at all race events, finish line area - tents provided by sponsor
- Marketing material given to all athletes (in race bags or envelopes)
- Logo inclusion on race shirts
- Banner placement in finish line area, up to 2 banners maximum, banners provided by sponsor
- Ability to have a retail presence at all 10 events presence
- 2 complimentary race entries for an individual event
- First right of refusal for 2020 Value / Trade Sponsorship



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Underwriting Community Partner Elements:

An underwriting partnership will receive they same benefits as a Local Community Partner

- Participant Race Shirt (1,200 co-branded shirts) _____ \$5,000
- Volunteer Event Shirt (500 co-branded shirts) _____ \$5,000
- Free Race Photos Watermark Branded (on 10K photos) _____ \$3,000
- Participant Water Bottles (2,000 branded bottles) _____ \$2,000
- Participant Swim Caps (600 branded caps) _____ \$1,000
- Participant Race Bibs (1,500 branded bibs) _____ \$1,000
- Participant Race Bag Title Sponsor (1,200 branded bags) _____ \$1,000
- Race Course Mile Markers (10 branded markers) _____ \$1,000

*Please contact our iTRI Crew to ensure the above Underwriting Partnership Opportunities are still available.

Community Partner Information Please fill out information below and submit to an iTRI Crew member or email form to: itri.triathloncrew@gmail.com .

Company: _____ Service: _____

Contact: _____ Phone (W): _____

Phone (C): _____ Email: _____

Company Website: _____

Social Media Pages: FB: _____ IG: _____

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Title Partner | <input type="checkbox"/> Full Partner | <input type="checkbox"/> Partial Partner | <input type="checkbox"/> Local - Retail Partner |
| <input type="checkbox"/> Local - NON-Retail | <input type="checkbox"/> Local - NON-Retail Partner | <input type="checkbox"/> Value Partner | <input type="checkbox"/> Underwriting Partner |