



Dear Valued Community Member,

The Sylvan Lake Triathlon Club is hosting a **NEW** Multi-Sport Event in Sylvan Lake, Saturday, August 4th, 2018.

This event has 10 races, which include:

- Triathlon, Duathlon, AquaBike (Sprint and Standard Distances)
- Individual and Teams
- Age Group Mixed Relay
- Family Fun Relay

This is a family-oriented event that will attract families to Sylvan Lake for the weekend. This is a great event for first timer's. C4ner Management's mission is to Creatively, Connect, Community, so we are working with local tourist activities, the Sylvan Lake Chamber of Commerce and businesses of Sylvan Lake to make Sylvan Lake a destination rather than just another race. We have partnered with JumpStart in Sylvan Lake so that we can donate back to Sports in Sylvan Lake. We expect between 250-550 athletes plus family and friends (600-1100).

Your options to get involved (more details on the following pages):

1. Become a sponsor. We have several options to meet your budget.
2. Have a staff team volunteer for the event. A race like this needs lots of volunteers.
3. Set up a display and feature your business at our Market at the Lake.
4. Register a Corporate team and complete against other Corporations.
5. Not sure, how you could get involved? Contact us and we can talk about your idea.

We need to finalize the athlete and volunteer swag and build our promotions, so the **deadline is Monday, April 30, 2018** or as space fills up! Get involved early to guarantee you get the most for your advertising dollars!

Title Sponsor - Your name added to the race

- Your name will be on ALL the promotional materials.
- Business mentioned by the announcer on race day.
- You will get top billing!
- Business logo will be displayed on our website, with a link to your site.
- Logo will appear at the finish line in large.
- Prime location on our promotional poster.
- Prime location on business logo at the finish line and athlete area.
- You will receive a top spot on the Athlete and Volunteer t-shirts
- Logo will appear around the ribbon attached to the athlete medal
- Ability to promote your business in the athlete package (350-550 items to be supplied by the company)

Cost \$5,000.00

GOLD - Exclusivity:

- You will be the only business in your field of work in this category.
- Business logo will be displayed on our website, with a link to your site.
- Logo will appear at the finish line in large.
- Prime location on our promotional poster.
- Prime location on business logo at the finish line and athlete area.
- You will receive a top spot on the athlete and volunteer t-shirts
- Logo will appear around the ribbon attached to the athlete medal
- Free spot at the market at the Lake
- Ability to promote your business in the athlete package (350-550 items to be supplied by the company)

Cost \$3,000.00

SILVER:

- Business logo will be displayed on our website
- Business logo on our promotional poster
- Business logo on a poster at the finish line and athlete area.
- You will receive the second level on the athlete and volunteer t-shirt
- Free Spot at the Market at the Lake
- Ability to promote your business in the athlete package (350-550 items to be supplied by the company)

Cost \$1,500.00

BRONZE:

- Business logo on a poster at the finish line and athlete area.
- You will receive the third level on the athlete and volunteer t-shirt
- Free Spot at the Market at the Lake

- Ability to promote your business in the athlete package (350-550 items needed)

Cost \$500.00

COMMUNITY PARTNER (Choose 1 or more)

- Door prizes: Donate an item and get your business logo on our poster at the finish line & athlete area.
- Register a team.
- Send us a team of volunteers and sponsor an area of the race. Eg. Your Company Corner on the bike route or refreshments brought to you by...
- Promote your business in the athlete package (350-550 items needed)

ADDITIONAL ADVERTISING OPPORTUNITIES (These are additional costs and not included in the cost for a Title, Gold, Silver or Bronze sponsorship)

Opportunity	Cost	Details
• 350-550 Swim Caps – 1 side	\$1000	
• 350-550 Water Bottles – 1 large ad on side	\$1,500	
• 350-550 Race Numbers – 6 small spots	\$150 per or entire bib \$750	
• Sponsor the Transition Area - Maximum of 5	\$500	Ability to post your company banner(s), and poster(s) on the fencing.
• Sponsor the Swim Area - Maximum of 6	\$500	Ability to post your company banner(s), poster(s) near the swim entrance.
• Sponsor an Aid Station	\$300	You will be able to put your company logo on the table, wear company t-shirts, and hand out supplies to the athletes.
• Secure a location at the Market at the Lake	\$0	The Sylvan Lake Triathlon club wants to give back to the community, so you can promote your business, offer samples, educate spectators/athletes.

There are many organizations out there fundraising for worthy cause and our hope is that you will donate to Sylvan Lake Triathlon Club and Jump Start to help promote sport, health and wellness in Sylvan Lake! If you have any questions, need more information, or have another sponsorship idea, please contact us.

If you are unable to help this year, please consider us for next year. Thank you!

Multisport.atthelake.ca e-mail: racedirector@multisport.thelake.ca

P.O. Box 12005, Sylvan Lake, AB T4S 2K9

2018 SPONSORSHIP APPLICATION FORM

Name of Business: _____ Date: _____

Contact Name: _____ Phone #: _____

Address: _____

E-Mail: _____ Social Media Page: _____

Let us know below how you would like to get involved and forward this form back to us by e-mail or you can upload it on our website: multisport.atthelake.ca/get-involved/

SPONSORSHIP LEVEL

Level	Cost	Comments
Title	\$5,000.00	
Gold	\$3,000.00	
Silver	\$1,500.00	
Bronze	\$500.00	

ADDITIONAL ADVERTISING OPPORTUNITIES

Area	Cost/value	Comments
Swim Area	\$500.00	
Transition Area	\$500.00	
Swim Caps	\$1,000	
Water Bottles	\$1,500	
Race Numbers	\$150 per or entire bib \$750	We have 6 small spots or the entire bib
Door Prizes		
Athlete Package		We require a minimum of 350-550 items
Spot at Market at the Lake	Free	
Volunteer Team	Priceless	

All Payments are due before May 1, 2018. Please make cheques payable to: Sylvan Lake Triathlon Club

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P.O. Box 12005, Sylvan Lake, AB T4S 2K9