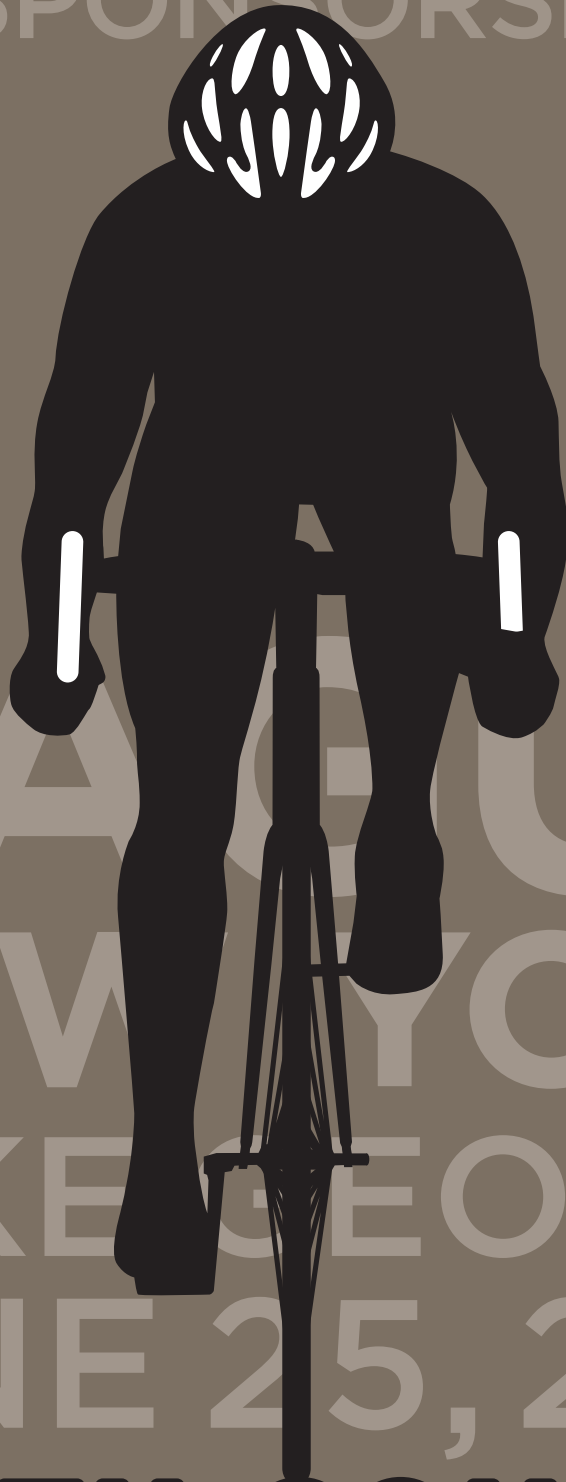


2011 SPONSORSHIP KIT



HADEN  
NEW YORK  
LAKE GEORGE  
JUNE 25, 2011

**NORTH COUNTRY  
TRIATHLON**

ON BEAUTIFUL LAKE GEORGE

# JOIN US!

We invite you to become a sponsor of the North Country Triathlon. By doing so, you will not only be promoting your company brand and hitting your target market, but also conveying your commitment to the local community.

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North Country Events is a multi-sport promoter focused on building challenging, and expertly run, eco-friendly races throughout the Adirondack region.

## ABOUT THE EVENT:

**What:** Olympic & Sprint Distance Triathlon

**When:** Saturday June 25, 2011

**Where:** Town of Hague on Lake George

**Expected Participants:** 600      **Expected Spectators:** 700      **Combined:** 1200+

**Event Website:** [www.northcountrytri.com](http://www.northcountrytri.com)

## SPONSORSHIP PROVIDES THE OPPORTUNITY TO:

- Reinforce brand image with the sports-minded public
- Increase image awareness and name visibility for services and products
- Generate goodwill throughout the Lake George/Champlain Valley region and the national endurance race community

## MARKET DEMOGRAPHICS:

- 60% Male, 30% Female
- 80% of participants are coming from within an 80 mile range of Lake George, New York
- 20% are coming from as far as California, Florida and Canada
- Average annual household income \$130k
- Educated with minimum of college degree
- 60% will bring their families to the event
- 50% stayed in the area for more than 2 days



# LEVELS OF SPONSORSHIP

There are four official sponsorship levels available. Please note that we are happy to customize packages to your organization's goals as well as work with in-kind donations.

## TITLE/PRESENTING SPONSOR

### PLATINUM - \$7,500

- Company logo/link on North Country Website ([www.northcountrytri.com](http://www.northcountrytri.com))
- Company logo placed on all printed race materials (posters, ads, and banners)
- Prime Signage Placement throughout event course
- Literature/product samples placed in participant race packets
- Title Sponsorship on all town banners (over roadways- 9N)
- Full-Page Ad in North Country Race-Booklet (delivered to all registered participants)
- Company broadcast throughout the race from race MC (8 X)

## PREMIUM SPONSORSHIP LEVELS:

### GOLD - \$4,500

- Company logo/link on North Country Triathlon Website
- Company logo placed on all printed race materials (posters, ads, and banners)
- Signage Placement throughout event course
- Event literature/product samples placed in participant race packets
- Premier Banner Placement: Finish-Line Archway
- Half-Page Ad in North Country Triathlon Race-Booklet (delivered to all registered participants)
- Company brand broadcast throughout the race from race MC (5 X)

### SILVER - \$2,500

- Company logo/link on North Country Triathlon Website
- Signage Placement throughout event course
- Event literature/product samples placed in participant race packets
- Quarter-Page Ad in North Country Triathlon Race Booklet (delivered to all registered participants)
- Premier Banner Placement: Swim-Start Archway
- Company brand broadcast throughout the race from race MC (3 X)



# SPONSORSHIP PACKAGES

## BRONZE - \$1,500

- Company logo/link on North Country Triathlon Website
- Event literature/product samples placed in participant race packets
- Third-Page Ad in North Country Triathlon Race-Booklet  
(delivered to registered participants)
- Your company banner placed at high-visibility race transition area (2 banners 3' X 6')

## PREMIUM SPONSORSHIP LEVELS:

### FRIENDS OF THE RACE - \$500

- Event literature/product samples placed in participant race packets
- Inclusion in all newspaper and local traditional advertising where NCT appears
- 1/4 Page Ad in North Country Triathlon Race Booklet  
(delivered to registered participants)

## RACE PACKET AD SALES:

- Full Page - \$250
- 1/4 Page - \$100
- Half Page - \$175
- 1/8 Page - \$75
- 1/3 Page - \$125

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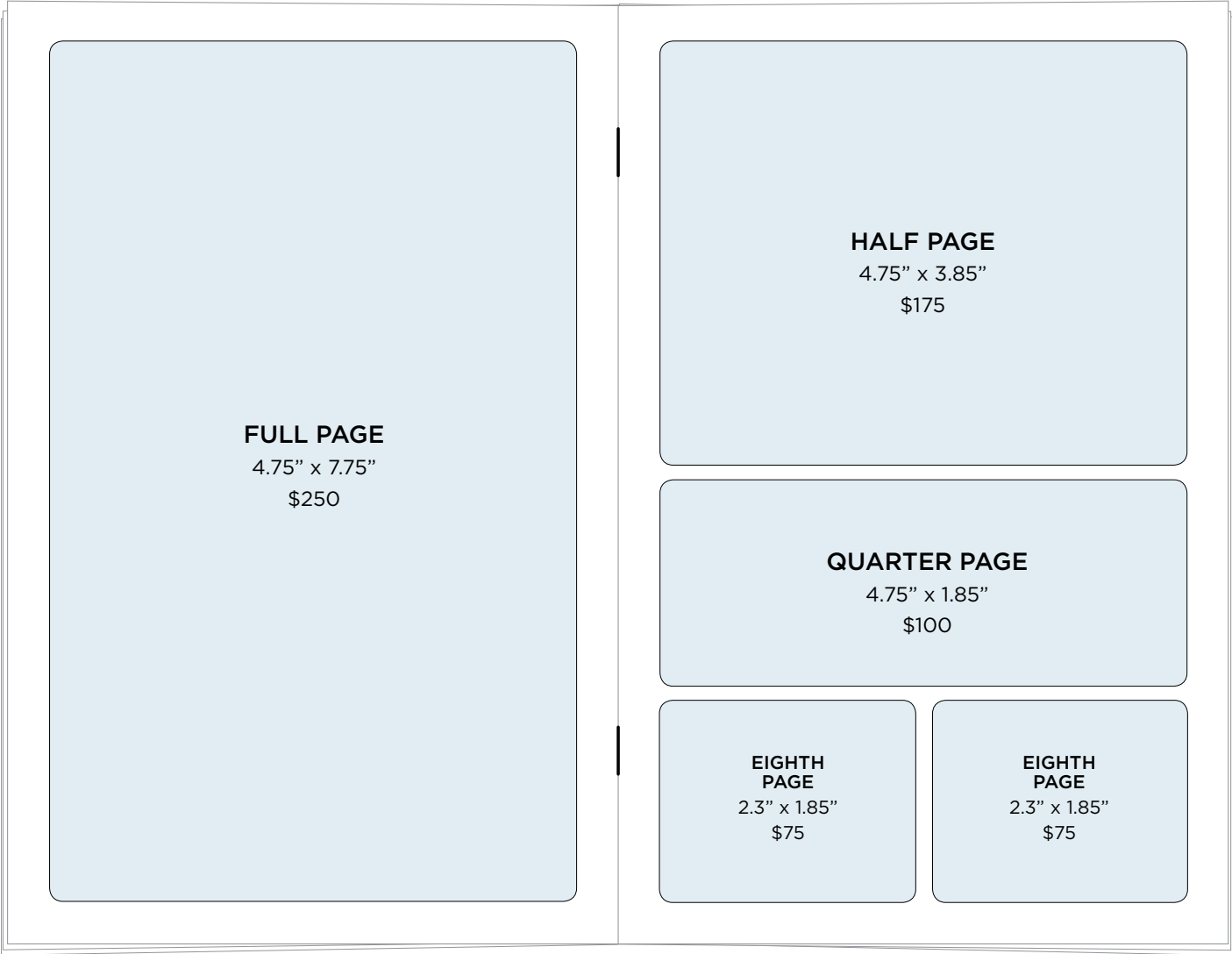
## PAST SPONSORS



NORTH COUNTRY  
TRIATHLON

# PROGRAM BOOKLET

## AD SIZES



**FULL PAGE**  
4.75" x 7.75"  
\$250

**HALF PAGE**  
4.75" x 3.85"  
\$175

**QUARTER PAGE**  
4.75" x 1.85"  
\$100

**EIGHTH PAGE**  
2.3" x 1.85"  
\$75

**EIGHTH PAGE**  
2.3" x 1.85"  
\$75