



NCT4

NORTH COUNTRY TRIATHLON



NORTH COUNTRY
TRIATHLON
JUNE 26, 2010
SPONSORSHIP
KIT



WWW.NORTHCOUNTRYTRI.COM

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.

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 26, 2010

Where: Town of Hague on Lake George

Expected Participants: 500 **Expected Spectators:** 700 **Combined:** 1200+

Event Website: 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)
- 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 all 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 all registered participants)

RACE PACKET AD SALES:

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

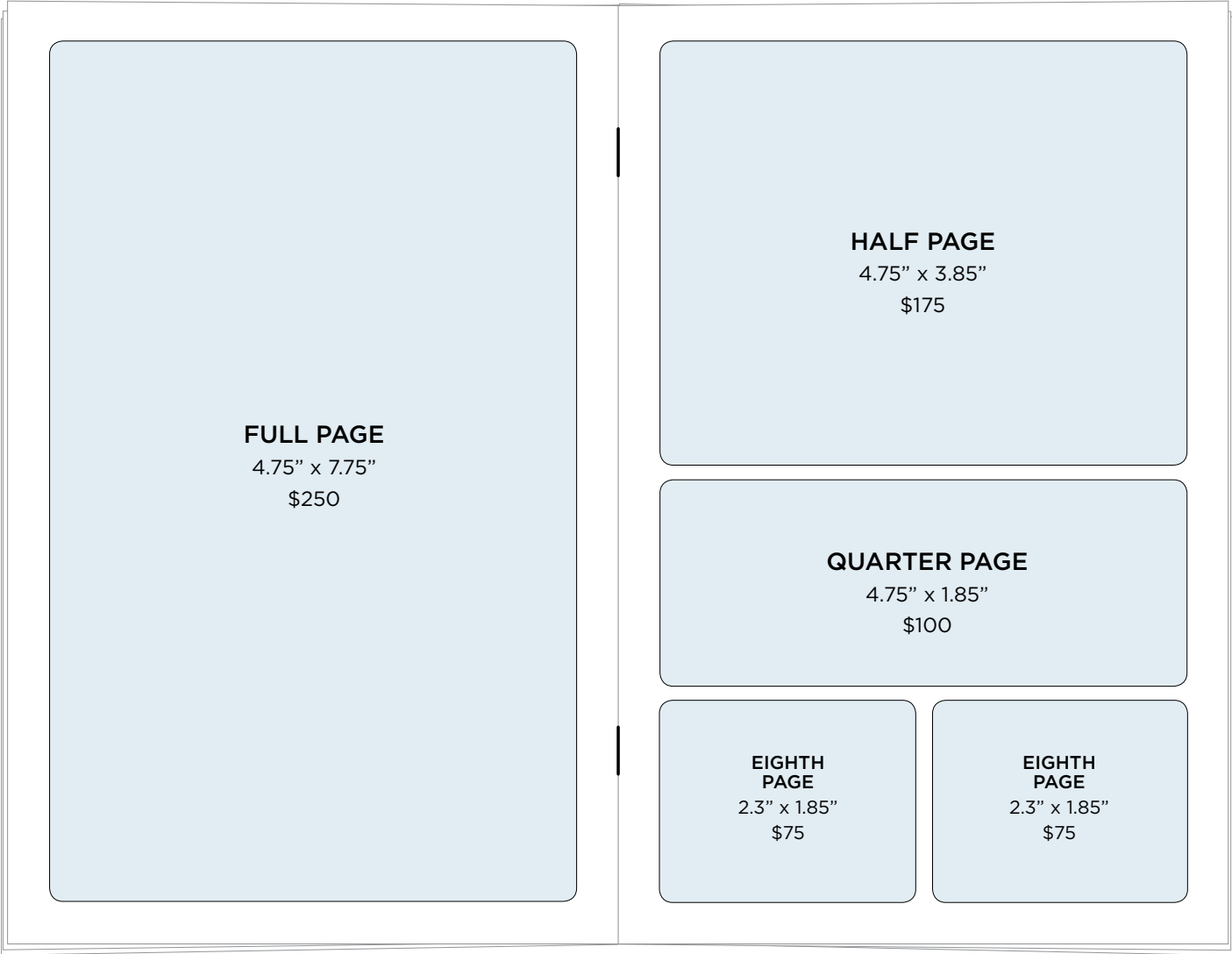
PAST SPONSORS



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