



## Introduction to Tucson Tri Girls Sponsorships

Thank you, for considering sponsorship of the Tucson Tri Girls.

There are many benefits to sponsoring our organization:

### **Be involved in one of the fastest growing sports in the country!**

The general excitement for the sport of triathlon received a boost in popularity when triathlon debuted at the 2000 Olympic Games in Sydney, Australia.

USAT has over 600,000 members and has seen dramatic recent growth in its annual membership.

(<http://www.usatriathlon.org/about-multisport/demographics.aspx>)

### **Position your organization with the healthy lifestyle and lifelong fitness**

**associated with triathlon.** The sport of triathlon, like no other sport, embraces the concepts of maintaining a healthy and active lifestyle. You can often see participants at local triathlons that range from 12 to 85 years old!

**Position your organization with an attractive demographic.** Triathlete's average individual income is \$126,000 per year. A recent USAT survey of multisport athletes found that triathletes spend an average of \$4,009 per year on sporting goods/athletic purchases including:

\$2,274 spent on bikes in past 12 months

\$564 spent on race fees in past 12 months

\$524 spent on bike equipment

\$370 spent on training, running and athletic footwear

\$277 spent on nutritional supplements.

(USA Triathlon, 2009 <http://www.usatriathlon.org/about-multisport/demographics.aspx>)

### **There are several ways to support the club:**

- Donate money to become an official club sponsor
- Offer our members a discount on merchandise or services
- Donate products/services to the club

### **Other ways?**

We welcome your suggestions and thoughts on sponsorship and would love to discuss any ideas you have.

Please take a few minutes and review the material contained in this sponsorship package. You will find the following items:

- Tucson Tri Girls Profile Sheet
- Sponsorship Opportunities
- 2014 TTG Monthly Meetings
- 2014 TTG Community Outreach including Shyann for Kindness Project
- Sponsorship Program Agreement Form
- Contact Information

# Tucson Tri Girls - Club Profile

**Name:** Tucson Tri Girls

**Website:** [www.tucsontrigirls.org](http://www.tucsontrigirls.org)

**Date Formed:** Club since 2003, became a 501(c)(3) qualified tax-exempt female triathlon organization in 2012

**Location:** Tucson Metro Area including Oro Valley, Tucson Mountains, Vail, Sahuarita and Green Valley

**Membership:** The club membership is approximately 90 members with a distribution of approximately 600 for the email and/or print newsletter. We also have 600+ people signed up to follow our Facebook business page and nearly 400 following our TTG and Friends in Training page.

## **Who We Are:**

Tucson Tri Girls is an official USA Triathlon club and 501(c)(3) qualified tax-exempt organizations whose mission has been to provide female triathletes of all levels and abilities with training partners, a club/team atmosphere, sponsorship benefits, training programs, events and advice to help our members achieve their goals. We hope to make this sport more accessible, more affordable, and more rewarding for all women who choose to participate in triathlon. We strive to be ambassadors of the triathlon community.

Our club members range in age from 18 to 71. Many women have not yet completed their first triathlon, while others have competed for team USA at international venues. We have members who have won races and others who are thrilled just to finish their race. We are a very diverse group of women, with different backgrounds, schedules and athletic goals. What we share is a love of the sport, and a desire to achieve our respective goals.

Our club members embody the spirit of triathlon. It is not uncommon to receive emails from other race participants about the kindness, encouragement and sportsmanship exhibited by Tucson Tri Girls members who race and/or volunteer on race day, whether in Tucson or beyond. Our ladies in purple have truly become a pillar of the athletic community in Tucson. We bond and flourish with the support of one another - and we make sure our influence reaches outside our club as well as within it.

## **Events we will be organizing:**

- Tucson Tri Girls Tri Camp, Tucson, AZ (Feb)
- Easy Peasy Lemmon Squeezy, Tucson AZ (July, Aug)

## **Sampling of the Events we will be competing in /volunteering at:**

- Oro Valley Triathlon Series, Oro Valley, AZ (Apr, Jul, Sep)
- Tucson Tri Series Triathlons, Tucson AZ (Oct, Mar, Jul)
- "Tri" for Acts of Kindness Sprint Triathlon/Duathlon, Tucson, AZ (Sep)
- Finis Triathlon at Patagonia Lake, Nogales, AZ (Nov)
- Ironman Arizona, Tempe, AZ (Apr)
- Rocky Point Triathlon, Puerto Penasco, Mexico (Apr)
- El Tour de Tucson, Tucson, AZ (Nov)
- City of Tucson Aquathlon Series (Jun, Jul)
- Deuces Wild Triathlon, Show Low, AZ (May)

**Other club activities:**

- Vibrant, interactive web site
- Clinics and training meet ups through private database and Facebook training page
- Volunteer opportunities
- Monthly club meetings and guest speakers
- Monthly email newsletter, printed and on website
- Clinics on Open-water swim, run, bike, and other triathlon techniques
- Charitable support (i.e. athlete race fee fund for members with financial hardship)

# Tucson Tri Girls Sponsorship Opportunities

## **Sponsorship Levels**

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

### **Platinum Sponsor Level \$500+**

- Primary level logo recognition on Tucson Tri Girls website with a link to your website
- Logo recognition on Club T-Shirts
- Prominent logo recognition in monthly newsletter (with your company's webpage link in electronic newsletter) and in all print material, as appropriate
- Your company banner at official TTG events, when reasonable
- Opportunity to provide a key-note speaker at club meetings
- Club clinics or meetings hosted from your place of business (where applicable)
- Distribution of your company's brochures, marketing materials to our members
- Your logo on our membership cards if member discount is applicable
- Sponsor of the month recognition on Website and Facebook

### **Gold Sponsor Level \$250**

- Secondary level logo recognition on Tucson Tri Girls website with a link to your site
- Logo recognition on Club T-Shirts
- Logo recognition in monthly newsletter
- Opportunity to speak at club meetings, as available
- Club clinics or meetings hosted from your place of business (where applicable)
- Distribution of your Company's brochures, marketing materials to our members
- Your logo on our membership cards, if member discount is applicable

### **Silver Sponsor Level \$100**

- Tertiary level logo recognition on Tucson Tri Girls website
- Recognition in monthly newsletter (business card size), e-mail newsletter
- Distribution of your Company's brochures, marketing materials to our members

### **Clinic & Event Specific Sponsorship**

- Host a clinic or series of clinics to benefit members. Our Clinic Coordinators have scheduled multiple clinics throughout the year and this outstanding opportunity to present your expertise to our ever growing membership base. Please note clinics are available on a first come first basis and must be agreed upon by the TTG board members.
- Offer incentives, discounts and exclusive offers to TTG members on website
- Promotional material added to new member swag/race day swag/event/clinic bags (sponsor supplied materials)

## Tucson Tri Girls Sponsorship Opportunities

### Cash Donations

The Tucson Tri Girls, a 501(c)(3) nonprofit, will kindly accept cash donations and will provide proper documentation for tax purposes.

### Product Donations and Discounts

Tucson Tri Girls kindly accept product/service donations; we distribute donated products, gift cards or service/discount vouchers as part of a drawing at our meetings and events. This provides an opportunity for you and your product to receive exposure to our numerous club members and family. You will be given a "Proud sponsor of the Tucson Tri Girls" decal to display at your place of business.

### Did we miss something?

We are open to creative ideas.

If you have a sponsorship idea for the club please contact us.

### Itemized listing of Product/Cash/Services/Donations

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## Tucson Tri Girls Monthly Meetings – 2014

**January:** *Ultraman World Champion Hillary Biscay*

**Overview:** Hillary Biscay shared her inspirational story of winning the Ultraman World Championship as well as completing 66 Ironman events.

**Location:** Trisports.com retail store

**February:** *Intro to Mountain Biking*

**Overview:** Mountain biking expert, Martha Lemen, spoke about the basics of mountain biking including bikes, trails and training.

**Location:** Trisports.com retail store

**March:** *Triathlon 101*

**Overview:** At this social meeting, group members mingled and shared their experience and knowledge. The evening covered the basics in training and racing for the sprint, Olympic, half iron and iron distance events.

**Location:** Trisports.com retail store

**April:** *Nutrition for the Real World*

**Overview:** USA Cycling coach and professional chef, Ken Montaney, shared tips and tricks for navigating the multitude of nutrition information and advice available to endurance athletes.

**Location:** Tucson Endurance Performance Center

**May:** *Basic Home Care Essentials*

**Overview:** Dr. Chris Cox with Life Aligned Wellness Center gave insight on how to prevent injury through preventative self-care focusing on appropriate gear, rest and nutrition. Additionally, he offered advice on when to seek the care of a professional in injury management.

**Location:** Life Aligned Wellness Center

**June:** *Cycling Laws and Advocacy*

**Overview:** Deputy Ryan Rohr with the Pima County Sheriff's Department and Brendan Lyons with Look! Save a Life Arizona gave a joint presentation outlining the rights and responsibilities of recreational cycling.

**Location:** Trisports.com retail store

**July:** *Tucson Tri Girl Night at the City of Tucson Aquathlon*

**Overview:** An annual tradition continued this evening as 35 Tucson Tri Girls attended the City of Tucson Aquathlon.

**Location:** Quincie Douglas Pool/Park

**August:** *Cycling Metrics: Pace, Power, Perception*

**Overview:** TBD

**Location:** Tucson Endurance Performance Center

**September:** *Basic Bike Maintenance*

**Overview:** The staff at Fair Wheel Bikes will lead the group through some basic bike maintenance lessons.

**Location:** Fair Wheel Bicycles

**October:** What kind of runner are you

**Overview:** Discussion of proper footwear

**Location:** Performance Footwear

**November:** Q & A

**Overview:** Training Bible Coach Tom Manzi will speak on a topic of his choice for the benefit of the Tucson Tri Girls members.

**Location:** Trisports.com retail store

### 2015 Meeting Dates

(tentative)

January 12<sup>th</sup>

February 9<sup>th</sup>

March 9<sup>th</sup>

April 13<sup>th</sup>

May 11<sup>th</sup>

June 8<sup>th</sup>

July 13<sup>th</sup>

August 10<sup>th</sup>

September 14<sup>th</sup>

October 12<sup>th</sup>

November 9<sup>th</sup>

December 14<sup>th</sup>

## Tucson Tri Girls Community Outreach

### 2014 Volunteer Activities

<b>Date</b>	<b>Event</b>	<b>Benefiting</b>
<b>2/23</b>	BE Tucson TMC Women's 5k	Southern Arizona Roadrunners (SAR) is a non-profit dedicated to promoting health and fitness in Southern Arizona through walking and running
<b>3/23</b>	Tucson Triathlon	TriTucson: Holualoa Tucson Triathlon Series
<b>4/05</b>	Oro Valley Triathlon	Fleet Feet & On Your Left Fitness, LLC
<b>5/31</b>	Meet Me Downtown 5k	SAR: First race in the Gabe Zimmerman Triple Crown benefits the non-profit Child and Family Resources
<b>6/22</b>	Firecracker Triathlon	TriTucson: Holualoa Tucson Triathlon Series
<b>8/23</b>	Monster Kids Triathlon	Anderson Racing, LLC: Locally owned racing company
<b>9/01</b>	45th TMC Saguaro National Park Labor Day 8-Miler and 5k Walk/Run	SAR: Benefits local organizations Saguaro National Park, Friends of Saguaro National Park, and Child and Family Resources
<b>9/13</b>	Tri for Kindness	The Shyann Kindness Project: non-profit serving underprivileged, at-risk, and medically fragile children by providing fun and needed gifts while promoting and teaching kindness and acceptance of all people
<b>10/19</b>	Tinfoilman Triathlon	TriTucson: Holualoa Tucson Triathlon Series
<b>11/01</b>	Patagonia Triathlon	Anderson Racing, LLC: Locally owned racing company
<b>11/16</b>	Ironman Arizona	Trisports

# Tucson Tri Girls Sponsor Program Agreement

**Company Name or Organization:** \_\_\_\_\_  
*(Print Company Name exactly as it should appear in publications)*

**Contact Name & Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**SPONSORSHIP LEVEL SELECTED:**

**Platinum - \$500+**

**Gold - \$250**

**Silver - \$100**

**Clinics/Event Sponsor**

**Other CASH Contribution: \$** \_\_\_\_\_

**In-Kind Contribution Valued at: \$** \_\_\_\_\_

**Description of In-Kind Contribution (i.e. merchandise, product/service donations, facility use):**

\_\_\_\_\_  
*(Please attach a copy of appraisal if donated item value exceeds \$ 1,000)*

**Total Cash and In-Kind Contribution: \$** \_\_\_\_\_

**TERMS AND CONDITIONS: This contract is subject to the terms and conditions stated on attached document. Contributor has read, understands and agrees to be bound by these terms as a condition of contribution. Contributors are entitled to the rights and benefits associated with the sponsorship level as described in the attached document.**

**AUTHORIZED SIGNATURE:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Full Payment Due upon contract receipt**

Full Payment Enclosed: \$ \_\_\_\_\_

Partial Payment Enclosed \$ \_\_\_\_\_

**PAYMENT:** Payable to: **Tucson Tri Girls** Mail to: P O B o x 5 7 2 3 5 , T u c s o n , A Z 85732-7235



Your support is sincerely appreciated. Proceeds benefit our ability to accomplish our mission of making the sport of triathlon more accessible, more affordable and more rewarding for all women who choose to participate in triathlon. Donations are tax deductible to the full extent allowed by law. The Tucson Tri Girls is a non-profit organization with section 501(c)(3) status for tax purposes, and is governed by a Board of Directors.

*The Tucson Tri Girls*

\_\_\_\_\_  
Date: \_\_\_\_\_

*Amy Dillon, President*

**TERMS AND  
CONDITIONS**

1. The Tucson Tri Girls is a non-profit organization exempt from federal tax pursuant to Internal Revenue Code section §501(c)(3), federal tax identification number 58-2682966.
2. Contributor grants the Tucson Tri Girls a limited, non-exclusive license to use Contributor's name, logo, service marks and trademarks ("Sponsor Licensed Marks") solely for the purpose of including Contributor in listings and descriptions of Tucson Tri Girls sponsors during the Term of this Agreement. Tucson Tri Girls shall not sublicense, transfer or assign the use of the Sponsor Licensed Marks to any person or entity without the prior written consent of Contributor.
3. Contributors are entitled to the rights and benefits associated with the sponsorship level indicated on page 1 of this document.
4. Failure to pay any portion of your contribution on or before the date due as indicated on the attached contract or any invoice sent by Tucson Tri Girls shall result in a forfeiture of your contribution rights.
5. Contributor understands that certain benefits of the contribution require information or input by Contributor. Failure to provide the information or input by the dates requested may result in a forfeiture of the benefit for which it was required.
6. Tucson Tri Girls reserves the right, upon request, to require Contributor to provide additional documentation to support the value of in-kind donations prior to acceptance of such donations as credit toward your contribution, and/or to provide an independent appraisal of the value of certain in-kind donations prior to acceptance of such donations as credit toward your contribution.
7. Tucson Tri Girls shall be not responsible for damages that result from delays or postponements of events due to circumstances beyond their reasonable control. In the event that an event does not take place due to any cause beyond the reasonable control of the parties, Contributor's sponsorship fee as set forth above shall be treated as a donation to the Tucson Tri Girls and shall not be reduced or refunded.
8. Each party shall maintain, during the Term of this Agreement, insurance in an amount adequate to cover liability for bodily injury, property damage or death arising out of the party's activities in connection with the events and activities that are the subject of this Agreement. Each party shall furnish a certificate of insurance to the other party showing that such insurance policies are in place within thirty (30) days after the Effective Date of this Agreement.

**THESE CONDITIONS WILL BE RETURNED FOR YOUR  
RECORDS**

## Tucson Tri Girls Contact Information

**Questions about this sponsorship agreement can be directed to:**

**Sponsorship Contact:**

Susan Johansen, Sponsorship Chair  
520.289.0840  
susan@tucsontough.com

**Other Contacts:**

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