



2017 SPONSORSHIP GUIDE



WOMEN'S TRIATHLON 10TH ANNIVERSARY

Celebrating the strength in all women

SUNDAY, AUGUST 13, 2017

LAKE NOKOMIS - MINNEAPOLIS, MN

Sprint Distance: 500 yd. swim/15.5 mi. bike/5k (3.1 mi.) run

SuperSprint Distance: 200 yd. swim/7 mi. bike/1 mi. walk/run

ywcampls.org/womenstri

**eliminating racism
empowering women**



Minneapolis

Sponsorship of the YWCA Minneapolis Women's Triathlon ties you to an organization that has been on the forefront of women's wellness for 125 years.

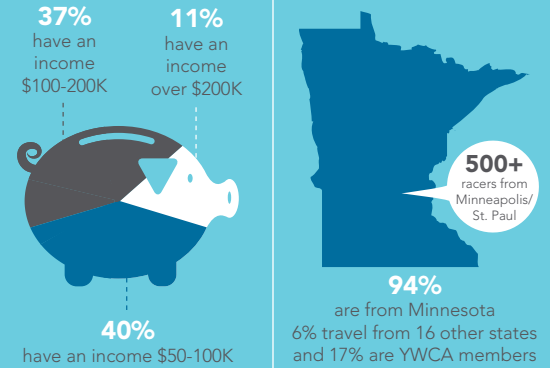
In August, **more than 1,000 women** and 3,800 spectators and volunteers will come together for a day dedicated to celebrating the strength in all women. **Be part of the largest triathlon for women** in the Midwest. At this annual event of fitness and achievement, women of all ages and athletic abilities are supported to accomplish their personal goals.

Facts about the race:

- Largest sprint triathlon in Minnesota and largest women-only triathlon in the Midwest
- Voted Race of the Year by Minnesota triathletes in 2012
- Voted by Minnesota triathletes as one of the top five races in the category of Peoples' Choice Race of the Year – for nine years in a row!
- 2009 Breaking Barriers Award, National Girls and Women in Sports Day

YWCA is an expert in multi-sport race management, and has produced a range of top notch athletic events over the past decade. **Race Director, Nicole Cueno** is a USA Triathlon Certified Race Director and Coach and has been coaching endurance sports for 15 years. A stand-out college runner, she was 2015 Minnesota Runner of the Year, has qualified for the Olympic Trials in the marathon twice (2008 and 2012), and continues to compete in local endurance sports events.

Who are the women participating?



Last year, the **1,210 women registered had an average age of 40. 35% were first-timers.**

More than 300 volunteers and 3,800 spectators were also there on race day.

What are they saying?



95% would recommend the race to a friend



93% indicated a women-only race affected their decision to participate

Why sponsor the YWCA Women's Triathlon?

Exposure and brand recognition at the premiere women-only triathlon in Minnesota. The number of women triathletes is growing. According to USA Triathlon (USAT), participation in the sport of triathlon is at an all-time high and has demonstrated significant growth over the past decade. Minnesota is the 6th largest market for triathlons in the country, and women's participation in the sport has grown from 27% to 38% nationwide. Triathlon is now a NCAA Emerging Sport for Women with growing participation of collegiate athletes.

Women consumers make household decisions.

Women as consumers have more influence and purchasing power than ever before. Women drive nearly 80% of all consumer purchases and household spending decisions (The Female Factor), and 75% of women self-identify as the primary shoppers for their families. Women's earnings are increasing and their influence over consumer decisions is growing.

Your support stays local and empowers young people and families to live healthier lives.

Proceeds from YWCA Women's Triathlon support the powerful community programs at YWCA Minneapolis. One of these programs is Strong Fast Fit which serves Latino, Native American and Hmong youth and their families through year-long fitness activities and nutrition education. Strong Fast Fit works toward the elimination of health disparities by tackling the symptoms and effects of childhood obesity and type 2 diabetes in communities of color. Annually, your support helps YWCA empower 30,000+ people to create brighter futures for themselves, their families and their community.



\$25,000

SOLD

PRESENTING SPONSOR

PUBLIC RECOGNITION Official Presenting Sponsor*

Logo on all four YWCA Indoor Triathlon event materials and race shirt**

Logo on the race shirt

Linked logo in Presenting area on Women's Triathlon web page

Logo and Banner Ad (471x197 with link) or article (provided by partner) in two e-newsletters

Logo on "Thank you" signage displayed at YWCA facilities

EVENT RECOGNITION Ten registrations for Women's Triathlon or Indoor Triathlons and special team race jerseys

Logo recognition on race signage at finish line

Race packet insert

Vendor space at event

Vendor space at two expo days, prior to race day

Invitation to thank you party for volunteers and sponsors, prior to race day

Fire the starting gun or participate in awards ceremony

Name recognition from stage during award ceremony

10 minute time slot at Announcer's Table at event

\$10,000

SUSTAINING SPONSOR

PUBLIC RECOGNITION Official Sustaining Sponsor*

Logo on two YWCA Indoor Triathlon event materials**

Logo on the race shirt

Linked logo in Sustaining area on Women's Triathlon web page

Logo and Ad (197x197 with link) or article (provided by partner) in two e-newsletters

Logo on "Thank you" signage displayed at YWCA facilities

EVENT RECOGNITION Five registrations for Women's Triathlon or Indoor Triathlons

Logo recognition on race signage at finish line

Race packet insert

Vendor space at event

Vendor space at two expo days, prior to race day

Invitation to thank you party for volunteers and sponsors, prior to race day

Name recognition from stage during award ceremony

5 minute time slot at Announcer's Table at event

Our race partners are essential to the success of the YWCA Women's Triathlon.

Multi-year sponsorships available.

*Listed as "official" race partner (relevant to sponsor relationship) and authorization to co-brand in your own marketing promotions. **YWCA Indoor Triathlon Co-Ed Events (Jan.-Apr., 2017) at our YWCA Midtown location. ***Vendor space is dependent on availability.

Estimated Recognition Impressions: Thank You Signage and YWCA Indoor Triathlon Events (Dec.-Apr.): 24,000+
YWCA Health and Fitness Members; YWCA Website Visits from Jan. 1, 2015, to Dec. 31, 2015: 401,779+;
YWCA Women's Triathlon Monthly E-newsletter: 6,446+; Event Registrants, Spectators and Volunteers: 5,000+;
TOTAL Estimated Impressions = 437,225+

\$5,000

PARTNER SPONSOR

PUBLIC RECOGNITION Official Partner Sponsor*

Logo on the race shirt

Linked logo in Partner area on Women's Triathlon web page

Logo and Ad (197x197 with link) or article (provided by partner) in two e-newsletters

Logo on "Thank you" signage displayed at YWCA facilities*

EVENT RECOGNITION Race packet insert

Vendor space at event

Vendor space at two expo days, prior to race day

Name recognition from stage during award ceremony

\$2,500

CHAMPION SPONSOR

PUBLIC RECOGNITION Linked logo in Champion area on Women's Triathlon web page

Logo on the race shirt for exclusive partners

Logo in one e-newsletter with link

EVENT RECOGNITION Race packet insert

Vendor space at two expo days, prior to race day

Name recognition from stage during award ceremony

\$1,000

FRIEND SPONSOR

PUBLIC RECOGNITION Linked logo in Friend area on Women's Triathlon web page

Logo on the race shirt for exclusive partners

Logo in one e-newsletter with link

EVENT RECOGNITION Race packet insert and vendor space***

Additional Opportunities

Marketing and Vendor Sponsorship

Vendor space at event and expo (held on two days, prior to the event), and race packet insert.....	\$450
Vendor space at expo and race packet insert.....	\$350
Vendor space at expo	\$250
Race packet insert	\$150

All vendors and partners selling retail or services contribute 15% of proceeds to YWCA Minneapolis.

In-Kind Sponsorship

There are a variety of race needs and partnership levels that can be met with a mix of in-kind service and cash donations. An in-kind sponsorship up to \$5,000 will receive the same benefits as cash sponsorships. Benefit level is calculated at sponsor's own cost, not retail pricing.

Sponsorship Terms and Conditions:

Vendor space is approximately 10' x 10'. Deadline for reserving vendor space is July 21, 2017. Space is not reserved until payment is received. Race packet item cannot be larger than 8.5"x11", and must be contained to a single sheet. Irregular-sized items, e.g. promotional items, can be negotiated. Race packet item must be received on Monday, August 7, 2017 before 5:00 PM.

Number and type of vendors may be limited. Priority is given to sponsors. YWCA Minneapolis reserves the right to refuse any vendor for any reason. Terms of agreement do not go into effect until contract is signed and payment received. For inclusion in the 2017 race, sponsor deadline is June 30, 2017. Terms are valid through the 2017 Women's Triathlon.

All sponsorship payments by check are payable to YWCA Minneapolis and due by Friday, June 30, 2017. Please mail payment to: 2121 East Lake Street, Minneapolis, MN 55407, Attention: Women's Triathlon

