



eliminating racism  
empowering women  
**ywca**  
Minneapolis



**SPONSOR**

15TH ANNUAL  
**WOMEN'S**  
TRIATHLON

**PACKET**



Women's Triathlon race **SOLD OUT** in a record breaking 37 days!

# 15TH ANNUAL WOMEN'S TRIATHLON

For over a decade, YWCA Women's Triathlon has been a highly anticipated Minnesota event, and each year we strive to make the event a better experience for our participants and sponsors. We are often voted "Peoples' Choice Race of the Year" by Minnesota Tri News because of our legendary support and inclusivity. The Women's Triathlon is one of the largest all-women triathlons in the contiguous United States, open to girls ages 11+, women and non-binary people who identify with womanhood.

Set at Lake Nokomis, an immensely popular city lake park, the Women's Triathlon matches that popularity and can accommodate up to 7,000 racers, volunteers and spectators. By sponsoring this event, you have access to our active Minneapolis audience, and you help support our mission to eliminate racism and empower women. Keep the community moving and get involved in the Women's Triathlon!

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YWCA Minneapolis is a nonprofit with a mission to eliminate racism, empower women and promote peace, justice, freedom and dignity for all. We are a trusted social justice organization with a 130+ year history of advocacy for women and children. Through equity-centered programs and advocacy focused on racial justice, education and wellness, we create leaders, spark positive change, and improve the health of our community for all.

EVENT DETAILS

**SOLD OUT!**

## 15TH ANNUAL WOMEN'S TRIATHLON

SUNDAY, AUGUST 11, 2024

8:00 AM





## EVENT STATS

Voted Race of the Year by triathletes in 2012, 2017, 2019



**800+** FINISHERS  
**2,000+** SPECTATORS  
**200+** VOLUNTEERS



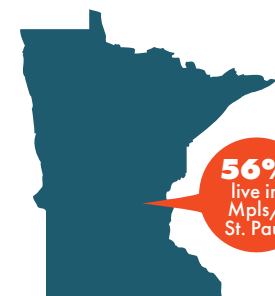
**33%** are first-time triathletes

**10%** raced in the Women's Triathlon 5x or more



### AGE

< 29		15%
30-39		31%
40-59		44%
60+		10%



**93%** live in Minnesota

**56%** live in Mpls/St. Paul

**7%** live out of state



# 2024 YWCA WOMEN'S TRIATHLON SPONSORSHIP OPPORTUNITIES

## BE A PART OF THE EVENT

The number of women triathletes is growing. Minnesota is the 6th largest market for triathlons in the country, and women's participation in the sport is 39% nationwide. Triathlon is an NCAA Emerging Sport for Women with growing participation of collegiate athletes.

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.

Proceeds from YWCA Women's Triathlon support the powerful community programs of YWCA Minneapolis. Annually, your support helps empower 15,000+ people to create brighter futures for themselves, their families and their community.

## \$25,000 PRESENTING SPONSOR

- Logo on step and repeat banner
- Logo on finisher pictures for racers (shared on social media platforms)
- Logo on race shirt
- Logo on race website, platform and guide
- Feature article in enewsletter
- Five engaging posts on social media platforms
- Five race entries
- Your swag at expo and in race bag\*

**CUSTOM PACKAGES ARE AVAILABLE**

Let us build a personalized package for you!



## \$10,000 SWIM LEG SPONSOR **SOLD OUT**

- Signage at swim start/finish banner
- Logo on swim cap
- Logo on race shirt
- Logo on race website, platform and guide
- Two engaging posts on social media platforms
- Two race entries
- Your swag at expo and in race bag\*

## \$10,000 BIKE LEG SPONSOR

- Signage at bike in/out
- Logo stenciled on road
- Logo on race shirt
- Logo on race website, platform and guide
- Two engaging posts on social media platforms
- Two race entries
- Your swag at expo and in race bag\*

## \$10,000 RUN LEG SPONSOR

- Signage on run banner and at water stops
- Logo at family & friends finish
- Logo on race shirt
- Logo on race website, platform and guide
- Two engaging posts on social media platforms
- Two race entries
- Your swag at expo and in race bag\*

## \$10,000 TRANSITION SPONSOR

- Signage on racks (70+)
- Logo on relay, team and buddy signage
- Logo on race shirt
- Logo on race website, platform and guide
- Two engaging posts on social media platforms
- Two race entries
- Your swag at expo and in race bag\*



## \$5,000 MEDAL SPONSOR

**SOLD OUT**

- Exclusive logo on race medal
- Logo on race shirt
- Logo on race website, platform and guide
- Recognition on social media platforms
- One race entry

## \$5,000 MEDICAL SPONSORS

- Logo on medical tent
- Logo on self-serve first aid tables
- Logo at recovery area
- Logo on race shirt
- Logo on race website, platform and guide

## \$5,000 FAMILY FUN SPONSORS

- Logo at art and activities areas
- Logo on cowbell and waving flags
- Logo at babyfeeding tent
- Logo on race shirt
- Logo on race website, platform and guide

## \$2,500 BAG DROP SPONSORS

- Logo on bag drop sticker
- Logo on race shirt
- Logo on race website, platform and guide

## \$2,500 FOOD SPONSORS

- Logo at food tent
- Logo on napkins
- Logo on race shirt
- Logo on race website, platform and guide

## \$2,500 TIMING & RESULTS SPONSORS

- Logo on the athlete map tracking (spectators use to track their athlete while they are racing) and on the results page
- Logo on race shirt
- Logo on race website, platform and guide

# 2024 SPONSORSHIP BENEFITS AT A GLANCE

Presenting \$25,000 Sponsor Benefits	<del>Swim Leg \$10,000</del> <b>SOLD OUT</b>	Bike Leg \$10,000	Run Leg \$10,000	Transition \$10,000	<del>Medal \$5,000</del> <b>SOLD OUT</b>	Medical \$5,000	Family Fun \$5,000
Five (5) race entries	Two (2) race entries	Two (2) race entries	Two (2) race entries	Two (2) race entries	One (1) race entry		
<b>Promotional Benefits</b>							
Logo on website, guide, platform and signage	✓	✓	✓	✓	✓	✓	✓
Logo on race shirt	✓	✓	✓	✓	✓	✓	✓
Your swag at expo and in race bag	✓	✓	✓	✓	Logo on race medal	Logo on medical tent	Logo on art and activities areas
Five engaging posts on social media platforms	Two engaging posts on social media platforms	Two engaging posts on social media platforms	Two engaging posts on social media platforms	Two engaging posts on social media platforms	Two engaging posts on social media platforms	Logo on self-serve first aid tables	Logo on cowbell and waving flags
Logo on step and repeat banner	Logo on swim cap	Logo stenciled on road	Logo at Family & Friends finish	Logo on relay, team and buddy signage		Logo at recovery area	Logo at babyfeeding tent
Logo on finisher pictures (shared on social media)	Signage at swim start/finish banner	Signage at bike in/out	Signage on run banner and at water stops	Signage on racks (70+)			
Feature article in newsletter							

## \$2,500 Levels:

### Bag Drop

- Logo on race website, platform and guide
- Logo on race shirt
- Logo on bag drop sticker

### Food

- Logo on race website, platform and guide
- Logo on race shirt
- Logo at food tent
- Logo on napkins

### Timing & Results

- Logo on race website, platform and guide
- Logo on race shirt
- Logo on the athlete map tracking (spectators use to track their athlete while they are racing) and on the results page

**Estimated Recognition Impressions: 458,000+** (YWCA Website Annual Visits: 400,000+; Social Media: 14,000+; Newsletter: 30,000+; Signage at YWCA Midtown: 11,000+; Event Racers and Attendees: 3,000+)



## VENDOR SPONSORS

Perfect for businesses and community partners of any size. Must fill out an application. Choose your exposure opportunity: at the packet pick up expo, on race day or both! Tents are available first-come, first-serve for \$50 a day. Must request prior to race day.

- 12X24 SPACE (SHARED).....\$150**
- 12X12 SPACE .....\$500**
- 12X24 SPACE.....\$1,000**

## IN-KIND SPONSORS

Perfect for businesses and community partners of any size. Must fill out an application. Choose to participate at the packet pick up expo, on race day or both! Examples of ways to engage: provide food on multiple days, coffee, swag, printing, door prizes, etc.

- Name on race website, platform and guide

**ADD LOGO ON RACE SHIRT ...\$500**





### **Additional Information**

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:**

Deadline for reserving vendor space is July 19, 2024. 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 swag, e.g. promotional items,

must be preapproved. Race packet item must be received before August 1, 2024.

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 2024 race, sponsor deadline is July 1, 2024. Terms are valid through the 2024 Women's Triathlon.

All sponsorship payments by check are payable to YWCA Minneapolis and due Monday, July 8, 2024. Please mail payment to: 2121 East Lake Street, Minneapolis, MN 55407, Attention: Women's Triathlon

**QUESTIONS? CONTACT**

[triathlon@ywcamppls.org](mailto:triathlon@ywcamppls.org)