YWCA Minneapolis has been a tremendous partner and one we choose to support because of their mission to embrace, encourage and inspire individuals of all backgrounds as they embark on their fitness journey.

BornFit and YWCA believe in building confidence through fitness; a positive attribute which transcends into all areas of our lives and the communities in which we live."  

– Lisa Welch, BornFit

Who are the women registering?

- 42% have an income $100-200K
- 14% have an income over $200K
- 34% are from Minneapolis proper
- 92% are from Minnesota, the remaining hailed from 27 other states, the District of Columbia and Canada
- 97% would recommend the race to a friend
- 96% indicated a women-only race affected their decision to participate

In 2019, the 1,750+ registrants had an average age of 39.

39% were first-timers.

95% are likely to register again.

What are they saying?

- 92% are from Minnesota, the remaining hailed from 27 other states, the District of Columbia and Canada

About

YWCA Minneapolis is an expert in multi-sport race management, and has produced a range of top-notch athletic events for decades.

YWCA Minneapolis is the largest sprint triathlon in Minnesota and the largest women-only triathlon in the United States.

Voted 2019 Race of the Year by triathletes through Minnesota Tri News (also in 2012 and 2017)

Voted by triathletes as one of the top five races in the category of Peoples’ Choice Race of the Year – for twelve years in a row!

2009 Breaking Barriers Award, National Girls and Women in Sports Day

1,500+ FINISHERS | 6,000+ SPECTATORS | 500+ VOLUNTEERS

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– Lisa Welch, BornFit
EXPOSURE AND BRAND RECOGNITION AT THE PREMIER 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 a National Collegiate Athletic Association (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). Seventy-five 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, East African and Hmong youth and their families through year-long fitness activities and nutrition education. Strong Fast Fit works to eliminate health disparities by tackling the symptoms and effects of childhood obesity in communities of color. Annually, your support helps YWCA Minneapolis empower 30,000+ people to create brighter futures for themselves, their families and their community.

“Boston Scientific is proud to support YWCA Women’s Triathlon, a truly inspirational event for women of all ages. We are excited to be working together to positively impact the lives of women by empowering them to live healthy, active lives today and in the future.”

– Marilee G., Boston Scientific
2020 YWCA Women's Triathlon Sponsor Recognition and Customization

As race partners, you are essential to the success of YWCA Women’s Triathlon.

ALL SPONSORSHIP LEVELS RECEIVE:

- Vendor space at two expo days (prior to race day) and event
- Race packet insert
- Recognition on website prior to the event and on signage post-event
- Custom volunteer opportunity for team building activity

CUSTOMIZE YOUR VISIBILITY. OPTIONS INCLUDE:

- Logo placement on race shirt
- Sponsorship of race element (finisher medal, app or swag bag)
- Sponsorship of a race day experience (bike course, wellness tent or Friends and Family Finish Zone)
- Recognition on YWCA Minneapolis and YWCA Women's Triathlon social media channels, blog and e-newsletter
- Logo placement in race guide for spectators and athletes
- Speaking opportunity on race day or at expo
- Other creative activation ideas

POSSIBLE IMPRESSIONS:

- Thank You Signage: 600,000+
- YWCA Website Annual Visits: 402,000+
- YWCA Social Media Platforms: 12,000+
- YWCA Women’s Triathlon Newsletter: 5,500+
- Triathletes, Spectators and Volunteers: 8,000+

We gratefully acknowledge our sponsors. All sponsors of YWCA Women’s Triathlon are listed in our Annual Report (30,000+).

TOTAL ESTIMATED IMPRESSIONS = 1,015,200+

Contact Rachael Weiker at rweiker@ywcampls.org for more information on how to customize your partnership experience.
Additional Opportunities

MARKETING AND VENDOR SPONSORSHIP

Vendor space at the expo (Fri. 3:00 - 8:00 pm, Sat. 11:00 am - 4:00 pm), race day (Sun. 7:00 am - 1:00 pm) and race packet insert .............................................. $500

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 20, 2020. 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 Friday, July 31, 2020 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 2020 race, sponsor deadline is June 30, 2020. Terms are valid through the 2020 Women's Triathlon.

All sponsorship payments by check are payable to YWCA Minneapolis and due Wednesday, July 1, 2020. Please mail payment to: 2121 East Lake Street, Minneapolis, MN 55407, Attention: Women's Triathlon

For all questions, please contact: Rachael at rweiker@ywcampls.org or 612-215-4188