



## **Sponsorship Appeal – Tri Kingdom Come Triathlon – 15<sup>th</sup> Aug 2010**

In order to build the Tri kingdom Come into a premier event, Tralee Triathlon Club is enlisting help from the business and professional community of Tralee. Start-up costs for a triathlon event are significant, especially for the first year. Professional timing system, bike racks, crowd control barriers and T-shirts are all sizeable, event expenses.

We understand that economic times are hard. That's why we're prepared to step up our game and do more for you. Offering logo placement and exposure is all well and good— and it's probably why your company would sponsor a race—but there's so much more. In addition to providing visibility for your company, we will also provide accessibility to your products, your website, and directly to you or your representative(s) through linkages on our website and newsletters, to the inclusion of promotional flyer in competitor race packs, that will promote your business and promote good will in the community.

We sincerely appreciate your consideration of sponsorship. A separate document suggests levels of advertising that will be provided with associated donation.

Again, thank you very much for consideration in supporting Tri Kingdom Come and Tralee Triathlon Club over the coming year.

For further information contact:

David Barton  
Tralee Triathlon Club  
[info@trikingdomcome.ie](mailto:info@trikingdomcome.ie)  
087 7842969



### ***About Tralee Triathlon Club***

Tralee Triathlon Club is a diverse group of folks with the shared passion of getting out and getting moving, be it swimming, biking, or running, or all of the above! Our members are typically people like you who are interested and enthused by sport but not obsessed by it...

**We have 104 members which is pretty good going for a club that started in October 2009.** We take pride in everything we do which can be seen from the quality of our website, brochures, posters, and our soon to be ubiquitous tri gear buzzing around town.



## 'Tri Kingdom Come' Sponsorship Prospectus

**Event Overview:** Triathletes from across Ireland (42 clubs) will have the opportunity to compete over a sprint distance (750m Swim, 20Km Cycle and 5Km Run) at the Tri Kingdom Come Triathlon. For more details log on to [www.trikingdomcome.ie](http://www.trikingdomcome.ie)

**Date:** Sunday 15th August 2010 11am – 5pm

**Where:** Banna Beach, Tralee Co. Kerry

**Beneficiary:** Our beneficiary partner this year is Banna Sea Rescue. As an organisation they are totally dependent on fundraising and donations to deliver a 24/7 365 days of the year rescue call out service, and as a club we are honoured to donate a portion of the proceeds of this event to support them in their efforts.

**Target Audience:** Affiliated members of Triathlon Ireland (4,000 members), sporting clubs throughout Kerry, companies and individuals. This is not an elite event and to promote accessibility we have incorporated a relay event to encourage participation. So, if someone in your social network can swim, another rides a bike, and one more can run, even walk – **YOU HAVE A TRIATHLON RELAY TEAM!**

**Estimated Attendance:** Attendance will be limited to 250 competitors

### How will Tri Kingdom Come Triathlon be promoted?

- **Internet:** Our event will be promoted on our club websites [www.traleetriclub.ie](http://www.traleetriclub.ie) and [www.trikingdomcome.ie](http://www.trikingdomcome.ie) and both our Facebook sites. It will also feature on the governing body's website [www.triathlonireland.com](http://www.triathlonireland.com)
- **Print:** Brochures and posters both in and around our community and at a number of other triathlon events, and continuous promotion through our online newsletters.
- **Media:** Media releases to newspapers, radio and television
- **Electronic:** Notices are sent to all previous participants on our database as well as to triathlon clubs, nationwide.

## SPONSORSHIP LEVELS AVAILABLE:

Tralee Triathlon Club invites companies and organisations to take advantage of the following benefits through sponsorship:

### Sponsorship Level: Event Title Sponsor - **SOLD**

- Retains title rights to all event promotions. EXAMPLE: Your company's name presents: "name of event Triathlon"
- Sponsor NAME & LOGO as "title sponsor" in all printed forms. Inclusion in all press releases as "title sponsor" and title slot on Team banner.
- Recognition at awards ceremony
- Prominent mention by announcer at the start, finish and throughout the event
- Company information (letter/voucher) included in each race pack(company provides)
- Company banner/sign at start and finish (company provides)
- Company name on all race related mailings (emails, newsletters, results, flyers, press releases etc)



- Logo placement on all marketing and promotional product and advertisement.
  - Official club Tri-suit
- Full exposure on official website: [www.traleetriclub.ie](http://www.traleetriclub.ie)
- Link to sponsor website

**Sponsorship Level: Major Sponsor €500**

- Prominent mention by announcer during event
- Company information (letter/voucher) included in each race pack (company provides)
- Logo placement on all electronic newsletters.
- Company banner/sign at start and finish (company provides)
- Race Number – Logo Placement
- Full exposure on official website: [www.traleetriclub.ie](http://www.traleetriclub.ie)
- Link to sponsor website

**Sponsorship Level: Supporting Sponsor €250**

- Prominent mention by announcer during event
- Company banner/sign at start or finish (company provides)
- Inclusion of promotional flyer of product/service in all race packs (company provides)
- Logo and link on official website: [www.traleetriclub.ie](http://www.traleetriclub.ie)

**Friends of Tralee Triathlon Club – €100**

- Inclusion of promotional flyer of product/service in all race packs (company provides).
- Logo and link on official website: [www.traleetriclub.ie](http://www.traleetriclub.ie)

Thank you in advance for your consideration and participation in the Tralee Triathlon Club.  
Please e-mail a copy of your company's logo (jpg format preferred) to [info@trikingdomcome.ie](mailto:info@trikingdomcome.ie)

Please mail the attached sponsor form and check to:

Gerry Geaney  
Treasurer (Tralee Triathlon Club)  
60 Cahermoneen  
Tralee  
Co. Kerry



**TRI Kingdom Come 2010 Triathlon  
August 15, 2010 – Banna Beach, Tralee, Co. Kerry**

**Event Sponsorship Form**

**Name of company:** *(please print)*

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**Contact Name:** .....

**Phone:** .....

**Email Address:** .....

**Company Address:**

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**Business Website Address:**

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**Sponsorship Level:**

**Title Sponsor – Manor West Hotel and Retail Park**

**Major Sponsor (€500)**

**Supporting Sponsor (€250, in-kind or cash))**

**Friend (€100)**

Please e-mail your company logo to [info@trikingdomcome.ie](mailto:info@trikingdomcome.ie)

Please make cheques payable to Tralee Triathlon Club

Submit cheques and a copy of the above order form to:  
Gerry Geaney, 60 Cahermoneen, Tralee, Co. Kerry, Mobile: 0863992804

Thank you for your support!