

SPONSORSHIP PROGRAM

What it is all about!!!

"Why the club?" "What is it going to do for me?" Well this weekend gave a tangible answer to these questions; one asked by several people I have talked to in the last six months.

It is about a half dozen fellow competitors, as many spectators cheering us on, and the joy of hearing the outstanding results of the group you are part of...being happy for them.

Thank you all.

- Bill Brent, after the ridiculous cold, wind, and rain at the Black Butte Triathlon



WHO WE ARE

The Chico Triathlon Club (CTC) was created in October 2009 for all multisport athletes, male and female, of all levels, ages, and abilities, in the Chico area. The CTC is an official USA Triathlon club and a section 501(c)(4) non-profit. Our membership runs the gambit from people brand new to the sport, to veterans, ex-professionals, and world championship competitors. We all love the sport and its lifestyle, and we share both with our friends, our families, and our community. We came together with the help of incredible community support from –

Platinum

Simply Results Physical Therapy

Gold

Mom's Restaurant
Madison Bear Garden
Losi Dermatology
Waller Financial Coaching
North Rim Adventure Sports

Silver

Fleet Feet Sports
In Motion Fitness
Beyond Fitness et.al?

Bronze

Under The Sun Events
Black Butte Triathlon Series
Dragon Graphics
XTerra Wetsuits

VISION

The vision of the CTC is to create, promote, and perpetuate a multisport culture within the Chico area by building and fostering community relationships through triathlon and multisport. Members will, by example, motivate and encourage a multisport lifestyle within their social circles, family, and community.

MISSION

The mission of the CTC is to create an organized venue where athletes, including runners, cyclist, swimmers, and triathletes, regardless of age, gender, or ability, can pursue their individual training and racing goals in an exciting, motivating, informative and social environment. The CTC will offer members an environment fostering friendship, camaraderie and a sense of community within our communities, a gateway for individuals - beginners and elites- to explore

their athletic talents. As we look to the future, our hope is that every member of CTC, regardless ability, age or athletic experience, will get involved and stay involved!

My swim improved from 23:14 at City of Gold to 15:52. That's more than a minute per 100 yards saved. Wally Marshall's Friday morning swims were instrumental. If you haven't checked them out, you should. I also got some good coaching from Todd Meyer. My cycling has continued to improve as well. Not long ago I would have struggled to maintain 18 mph on the flats. I can hardly wait until my next race...

- Tony English, after Tri for Fun 3

ACCOMPLISHMENTS AND GOALS

In its first year, the CTC succeeded beyond expectations, growing from fifteen charter members to over sixty, garnering incredible community support, introducing new members to the sport, and showing the Club colors on the podium at race after race. Today, the CTC:

- Generates presence with Club t-shirts, banners, uniforms, and a website;
- Supports multisport-related community events and causes through volunteer efforts and club member participation;
- Members competed at multiple events, ranging from sprint to Ironman, in the local area and around the nation.

Some of the more popular events have been:

- Black Butte Triathlon
 - Folsom Lake Triathlons
 - Total Body Fitness Tri for Fun/Tri for Real series
 - Ironman 70.3 Oceanside, Vineman, Boise, Lake Stevens and World Championships
 - Wildflower Triathlons
 - Pacific Crest Endurance Festival
 - The Granite Bay Team Triathlon Challenge
 - Shasta Tinman
- Focused membership on selected "club races," races the CTC would make a concerted effort to support by volunteering and/or racing. These events change each year.
 - Offers coached track workouts, cycling interval training, long runs, and open water clinics. We also integrated existing activities, such as the Fast 50, Fun 50, and Thursday Night Time Trial.



Specific near-term goals, include:

- Maintaining and growing membership;
- Representing the Chico area at local, regional, national running, swimming and cycling;
- Making triathlon, running, swimming, and cycling accessible and welcoming activities and sports for people who are new;
- Challenging experienced competitive triathletes to reach the next level; and
- Hosting and/or sponsoring triathlon, duathlon, and other multisport events in the Chico area.

So why compete? Why tri? For me it is simple, I am a competitive person so it gives me a competitive outlet that I so need. It also allows me to keep the memory of My Uncle Bob alive. I started this as a way to honor his life, one that was cut short by an unhealthy lifestyle, one which I was headed towards. Because I Tri to for those two reasons, my weight and blood pressure are at levels I have not seen since I was 14. Tri's allow me to better myself and keep a loved one's memory alive.

– Josh Rowe



BECOME A SPONSOR!

Triathlon participation in the United States is at an all-time high, following unprecedented growth over the past 10 years. The number of triathlon events has grown 40% since 1994 and the number of participants has grown 120% since 1994. In 2006, the core participants for triathlon were at 550,000; the 2007 numbers ballooned to 746,000, a growth rate of 35.6 percent. Triathletes, on average, are from high socio-economic backgrounds with median household incomes of \$126,000.¹ 76% of triathletes are between the ages of 18 and 45, spending an average of \$3,500 per year on nutritional supplements, athletic/sporting goods & equipment. Nearly half hold white-collar jobs as managers, executives, and entrepreneurs. Among them, one in five is a professional, such as a doctor, lawyer, or accountant. The sport of triathlon, like no other sport, embraces the concepts of maintaining a healthy and active lifestyle. At local triathlons, participants range from 12 to 85 years of age. Position your organization with the healthy lifestyle and lifelong fitness associated with triathlon. Become involved in one of the fastest growing sports in the country!

¹ The Tribe Group, *Mind of the Triathlete*, USA Triathlon, 2009.

² The logo must be a vector graphic file that is compatible with Adobe Illustrator.

The Chico area is special and unique. It has the intimacy and community of a small town and the vibrant energy of a college town. The foothills, valley, and parks offer unparalleled training opportunities right outside one's door, with milder winters than Colorado and less urban congestion than San Diego and South Florida. Swim teams, running clubs, and cycling clubs offer significant training, competition, and recreational opportunities, but until now, no organization has attempted to tie these disparate elements together and build a stronger relationship and sense of community among them. Triathlon clubs appear at events and in locations that running clubs, swim clubs, and cycling clubs do not. The visibility and presence gained by associating your organization with the CTC is unparalleled in the Chico area.

The CTC welcomes your suggestions and/or thoughts on sponsorship and would be glad to discuss any creative ideas you may have. In general, the Sponsorship Program includes cash and non-cash sponsorships. The reciprocal advertising benefits both you and the CTC.



Sponsor recognition includes:

- Sponsor logo on CTC uniforms. Sponsors will have their logo on CTC uniforms, apparel, with logo space allocated based on sponsorship level and available space. We have technical tee shirts for running and casual wear, cycling kits, and triathlon kits. No matter what the Club does, your organization will be visible.
- Sponsor logo on CTC apparel, and publications.
- Sponsor's Name/Company logo printed on event T-Shirts
- A banner ad and/or logo on the CTC website with a link to the sponsor's website
- Opportunities to speak at club meetings
- Sponsor's messages on the CTC website, with marketing information from the sponsor (to be developed by the sponsor).
- Distribution list of Club members, subject to the CTC member approval.

Additionally, club sponsors will receive the following:

Platinum – Full Kit and 2 individual memberships or family membership

Gold – 1 kit piece and membership

Silver – T-Shirt and membership

Bronze – Membership no shirt

Chico Triathlon Club triathlon race kit (2010 kit displayed for example purposes)



Sponsorship levels

Platinum Level Sponsor: Over \$1,000 in contributions and/or donations

Gold Level Sponsor: \$1,000 in contributions and/or donations

Silver Level Sponsor: \$500 in contributions and/or donations

Bronze Level Sponsor: Non-cash contributions or donations

Non-Cash Sponsorship

Non-Cash Sponsors offer coupons or discounts to club members, product samples, and/or product donations. Such donations, which may include, but would certainly not be limited to, gels, bars, water bottles, and other “schwag” is greatly appreciated and significant fun for CTC members. The sponsorship level is generally “Bronze,” but may be different depending on the products and/or services offered.

Did we miss something?

We are open to any creative ideas. If you have a sponsorship idea for a club event or would like for us to help plan an event for your organization please contact us.

FOR MORE INFORMATION, PLEASE CONTACT Shawn Hughes, CTC Sponsorship Director, by e-mail at sponsorship@chicotriathlonclub.com.



SPONSORSHIP PROGRAM AGREEMENT

Sponsorship Level/Type Platinum Gold Silver Bronze Cash / Non-Cash (*circle one*)

Company/Business Name:

Address, City, Zip:

Authorized Contact Person:

Phone #	FAX #		Email:
Would you allow the CTC to place Membership Applications or flyers at your business?	Yes	/	No
Would you allow the CTC to display a banner with its logo at your business?	Yes	/	No

Describe your specific contribution (*attach other sheets if necessary*):

Describe any other benefits you would like to offer to Members of the club (*attach other sheets if necessary*):

Please read carefully before signing acknowledgement, waiver and release from liability (AWRL)

I waive, release and discharge from any and all claims, losses or liabilities the following persons or entities: CHICO TRIATHLON CLUB ("CTC"), ITS MEMBERS AND BOARD OF DIRECTORS, SPONSORS, RACE DIRECTORS, EVENT PRODUCERS AND VOLUNTEERS, EVEN IF SUCH CLAIMS, LOSSES, OR LIABILITIES ARE CAUSED BY THE NEGLIGENT ACTS OR OMISSIONS OF THE PERSONS. THE INDIVIDUALS AND / OR RACE PARTICIPANTS ASSUME ANY AND ALL OTHER RISKS associated with participating in CTC sanctioned events including, but not limited to, falls, contact and/or effects with other participants, effects of weather including heat and/or humidity, defective equipment, the condition of the roads, water hazards, contact with other swimmers or boats and any hazard that may be posed by spectators or volunteers. THE SPONSOR SHALL BE INDEMNIFIED AND HELD HARMLESS by the persons or entities mentioned above in paragraph (b) from any and all claims made or liabilities assessed against them as a result of: (i) CTC actions, or inactions; (ii) the action's inaction's or negligence of others including those parties hereby indemnified; (iii) the conditions of the facilities, equipment or areas where the event or activity is being conducted; or (iv) any other harm caused by occurrence related to a CTC event.

Signature of Proprietor or Duly Authorized Representative Date

Signature of CTC President or Sponsorship Director Date

Please return to: Chico Triathlon Club, P.O. Box 8984, Chico, CA 95927
3 Please make checks payable to the "Chico Triathlon Club."