



Sponsorship Opportunities

400m swim • 20k bike • 5k run
September 5, 2010



What is Eagle in the Sun Triathlon?

The USA Triathlon (“USAT”) sanctioned, sprint-distance race begins with a 400-meter swim in the Olympic-distance Tigua Pool at Ysleta del Sur Pueblo. The 20k (12.4-mile) bike course takes place on the Mission Trail (Socorro Road), an out-and-back ride past the historic San Elizario mission and back. The 5k (3.1-mile) run follows a 2-loop course in the Ysleta del Sur Pueblo reservation neighborhood.

Each athlete will receive a bag containing their race numbers, product samples, coupons and promotional materials from sponsors, race shirts, and more. Race festivities will include a post-race party for athletes, volunteers, sponsors and guests. The race also will introduce environmentally friendly initiatives.

Why sponsor Eagle in the Sun Triathlon?

Triathlon has undergone tremendous growth in the past decade. Annual USAT memberships surpassed 125,000 in 2009. A USAT survey conducted in 2008 quantified national triathlete demographics:

- Average annual income: \$126,000
- Average age: 38
- 59.6% male / 39.5% female
- 65% are between 30 and 49 years old
- 78% participate in sprint-distance races
- Compete in an average of 4.2 races each calendar year

Each year, triathletes spend approximately **\$4,000** on bikes, bike equipment, race fees, nutritional supplements, and training, running and athletic footwear.

Locally, 67% of El Paso Tri Club members are between the ages of 30 and 49. El Paso triathletes self-identify as physicians, lawyers, academics, entrepreneurs, engineers, physical therapists, law enforcement, military, teachers, veterinarians, IT professionals, technical writers, sales professionals, and students.

Eagle in the Sun Triathlon is El Paso’s only USAT-sanctioned triathlon. It offers regional athletes the opportunity to visit El Paso, race and shop. It gives local athletes a chance to race in their community with the support of family and friends. Sponsors can showcase their products and services to a broad audience of professionals with discretionary dollars to spend.

What is Race El Paso?

Race El Paso was conceived as a response to the need for high-quality, full-service, USAT-sanctioned races in El Paso. With cities like Socorro, NM and Rio Rancho, NM attracting nearly 400 triathletes each to their USAT-sanctioned races annually, it’s time for El Paso to make its mark in the triathlon community.

Lead by the only USAT Certified Race Director in El Paso and Southern New Mexico, Race El Paso will produce Eagle in the Sun Triathlon as its first race.

Sponsorship Benefits	Gold \$2,500	Silver \$1,000	Bronze \$500
logo recognition on all promotional materials (posters, postcards, etc.)	•		
optional logo placement opportunities (i.e., water bottles, swim caps, race numbers)	•		
logo recognition on all online and print advertisements	•	•	
recognition on athlete t-shirts	logo	logo	name
6ft. x 3ft. company banner displayed at race	banner cost included	banner cost included	banner cost not included
race entries (registration & releases by July 15)	4	2	1
logo recognition on race website with link to company website	•	•	•
option to include promotional materials in athlete race bags (company provides materials by August 27)	•	•	•
announcement of company's sponsorship on race day	•	•	•

In-kind contributions are welcomed!

A successful race has a wide range of needs, and your in-kind support is greatly appreciated.

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| <ul style="list-style-type: none"> ➤ Printing ➤ Water and sports drink for athletes ➤ Coffee and snacks for volunteers ➤ Post-race food ➤ Fencing/barricades | <ul style="list-style-type: none"> ➤ Volunteers ➤ Coupons and/or products for athlete race bags ➤ Visors or caps ➤ Tents ➤ Products for raffle |
|---|---|

Please contact Gabriela Gallegos at 915.433.3439 or raceelpaso@gmail.com to discuss making an in-kind contribution.

Additional Logo Placement and Sponsorship Opportunities

Mile Markers (3 run, 3 bike) (logo/company name on course mile markers)	\$150 each
Swim Start (company sign at indoor pool where all athletes start the race)	\$250
Race Numbers (logo on all athlete race numbers)	<i>sponsor secured!</i>
Aid Stations (2) (company sign at aid station with water, sports beverage, cups)	\$350 each
Finish Line (company sign at race finish)	\$350
Water Bottles (logo on bike water bottles for athletes)	<i>sponsor secured!</i>
Swim Caps (logo on all athlete swim caps to be used at the race)	\$650
Reusable Race Bags (logo on all athlete race bags)	<i>sponsor secured!</i>
Post-Race Food (company sign showing sponsorship of food for athletes and volunteers)	\$1,000
Awards (named sponsor of athlete awards; logo on award)	\$1,500
Visors (logo on visors for athletes)	\$2,250
Performance/“Dry-fit” Shirts (logo on all athlete performance shirts)	\$6,000



swim caps



race bags



visors



water bottles

Race Sponsorship Commitment Form

Company Name: _____

Contact Person: _____

Phone: _____ Fax: _____

Address: _____

Email: _____ Website: _____

Sponsorship

Yes! I will sponsor the **Eagle in the Sun Triathlon** on Sept. 5, 2010.

Gold (\$2,500) **Silver** (\$1,000) **Bronze** (\$500)

Mile Markers (\$150 each) Swim Caps (\$650)
How many? _____

Swim Start (\$250) Visors (\$2,250)

Aid Stations (\$350 each) Post-race food (\$1,000)
How many? _____

Finish Line (\$350) Awards (\$1,500)

Dry-fit Shirts (\$6,000)

In-Kind Donation _____

Fulfillment

Check for full sponsorship enclosed.
Please make checks payable to Race El Paso.

Check for ½ of sponsorship enclosed.
Please remind me to pay the balance by 9/1/10.

Return form to:

Race El Paso
P.O. Box 23208
El Paso, TX 79923

X

Authorized Sponsor Signature (Required)

For additional information, contact Gabriela Gallegos, Race Director, at
915.433.3439 or raceelpaso@gmail.com.