

**SPONSORSHIP PACKET**



**2015 KATY TRIATHLON AT**  
**FIRETHORNE**

# **ABOUT THE KATY TRIATHLON AT FIRETHORNE and KATY ROTARY**

The 23rd Annual Katy Triathlon at Firethorne is a USA Triathlon sanctioned race consisting of a 500-meter swim, 12-mile bike race, and a 3-mile footrace. It will attract nearly 700 participants, including relay teams. Nearly 2,000 spectators will watch the event.

Approximately 39% of race participants come from Katy/Fulshear, nearly 37% will come from Houston Metropolitan area (closer than 50 miles), and over 24% will come from more than 50 miles away.  
(based on 2014 event figures)

We seek race sponsors willing to donate from \$500 to \$25,000. Sponsors will receive appropriate recognition through print and new media advertising, booth and display space at the post race party, frequent mention by the announcer at the race, and of course, listing on the back of race t-shirts. The shirts are a collector's item and have years of visibility for advertising.

All net proceeds of the race are put back into the community in the form of scholarships to graduating Katy ISD seniors, and grants to many of the Rotary philanthropies, including Katy Christian Ministries Food Pantry, Brookwood Community, and many Katy ISD related projects including a new Dual Credit Program, Paint USA, and unique grants to KISD High School Students who participate in the FFA and Band programs.

For 69 years, the Rotary Club has been of service to the greater Katy area, improving lives, and giving financial and volunteer help where needed.

# **KATY TRIATHLON AT FIRETHORNE RACE DETAILS**

Race Date	Sunday September 27, 2015
Race Start	Start 7:30 AM End 11:00 AM
Race Distances	Swim: 500 meters, Open Water Bike: 12 miles New Course this year! Run: 3 miles
Race Location	Firethorne Community, 1.5 mi S of IH-10 on FM 1463 Swim: Firethorne Lake at Clubhouse Bike: New Course Run: Around Firethorne Lake and subdivision.
Field Size	700 individuals and 50 relay teams
Spectators	2,000 family, friends, and residents
Presenting Organization:	The Rotary Club of Katy
Race Director	Dave Rainey
Pre-race Packet Pickup	Country Inn Katy Mills <b>Friday Sept. 25</b> 5:00 PM to 8:00 PM <b>Saturday Sept. 26</b> 11:00AM to 6:00 PM
Volunteers	Katy ISD Interact Clubs, Katy West Houston Rotaract Club, Boy Scouts, Katy VFW, Firethorne residents and staff and many others.
Proceeds	<b>Net proceeds are provided to the Katy Rotary Fund.</b> From the Katy Rotary Fund all proceeds will provide fifteen scholarships to graduates of all of Katy ISD's high schools. Other awards may be made to local charities for providing essential health, recreation, and basic and educational services to residents of the Katy area.

## **SPONSORSHIP UNDERWRITING OPPORTUNITIES**

Your name prominently featured as a sponsor on the back of the racers' t-shirts, which are worn proudly for years by participants.

Your logo rotating on our website, and Facebook page. Short feature with your specialty, room rates, or anything you would like the public to know about your firm.

Web Link to your site available from [katytriathlon.com](http://katytriathlon.com) and [katyrotary.com](http://katyrotary.com)

Free insert of your coupons, advertising giveaways, etc. in every race participant's registration packet

Booths at Post-race party for sponsors to give away food, drinks, display of your products or whatever you would like.

Presence at awards ceremony. Door prizes, special awards, and photo opportunities.

Frequent mention by DJ and announcer for services donated, examples could include EMS, recycling, food, porta-potties, etc.

# **SPONSORSHIP UNDERWRITING LEVELS**

## **Cash Sponsors**

Title Sponsor*	\$20,000 or more
Platinum Sponsors*	\$5,000-\$19,999
Gold Sponsors	\$2,500-\$4,999
Silver Sponsors	\$1,000-\$2,499
Bronze Sponsors	\$500-\$999

## **Item Underwriters**

Race Number Underwriter	\$1000 <b>SOLD</b>
Water Bottle Underwriter	\$1200 <b>SOLD</b>
Medallion Underwriter	\$5000 <b>SOLD</b>
Volunteer shirts	\$1000 <b>SOLD</b>
Water Monster/Ice	\$1000 <b>SOLD</b>
Race Shirts	\$5000
Start Finish Banners	\$500 <b>SOLD</b>
Trophies	\$1500

\* Donations \$5000 and Over will Guarantee Exclusivity in your Industry

## **In-Kind Underwriters**

In-kind underwriters are encouraged to donate services, food, drink, trash pickup, etc. and will be recognized on the retail value of their donation.

The Katy Rotary Fund is an IRS 501c(3) organization. Sponsorships and underwriting may be fully tax deductible. Please verify tax law with your accountant.

# **SPONSOR INFORMATION**

Your Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City ST Zip \_\_\_\_\_

Phone/email: \_\_\_\_\_

Name on Materials \_\_\_\_\_

Cash Sponsorship \_\_\_\_\_

Item for Underwriting \_\_\_\_\_

Donors of \$500 or more will appear on the race shirt.

Please submit logos to [calliekuehler@gmail.com](mailto:calliekuehler@gmail.com) by Aug. 24, 2015

Vector, PDF, AI, or EPS format please.

Make all checks payable to the Katy Rotary Fund, PO Box 70, Katy, TX 77492

For questions or check pickup, please call Callie Kuehler at 832-512-1476 or email [calliekuehler@gmail.com](mailto:calliekuehler@gmail.com)

Thanks for your support of the Katy Community and Katy Rotary!