



# **Sponsorship Opportunities 2017**

## INTRODUCTION: Who We Are

We are the Rotary Club of Greater San Marcos and a part of Rotary International (RI). RI is the largest service organization in the world with over 1.2 million members and 33,000 clubs throughout the world. Our Club strives to carry this torch here in the Greater San Marcos area through our participation in reading programs, an annual Job Fair, serving at the Cottage Kitchen and providing scholarships for college or vocational school. We support three Rotary youth organizations in San Marcos: Interact Club at San Marcos High School, Rotaract at Texas State University, & Early Act at Travis School. We also work to serve our international community through our Hunger Plus Program, that sends school supplies and hygiene packs to several communities in Northern Mexico. Each member has a responsibility to support the Rotary Foundation. The Foundation is the charity Arm of Rotary that conducts all types of aid and humanitarian acts around the world. Since it's a charity; donations are encouraged, but not required, though each Rotarian is encouraged to contribute to the Polio Plus project or international scholarship funds as well as other projects.

As Rotarians we affirm and strive to adhere to Rotary International's Four Way Test of the things we think, say or do:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

## WHY THIS TRIATHLON?

The Spring Lake Triathlon is a highly sought out Triathlon because this is one of the two times a year the general public is allowed to swim in the Lake. Spring Lake gives life to the San Marcos River, to San Marcos and downstream communities, and to The Meadows Center for Water and the Environment. Two hundred springs bubble up to form one of the largest aquifer-driven spring systems in the world. Human history here sketches back 12,000 years – making this possibly the longest continually inhabited settlement in North America.

## BENEFITS OF SPONSORSHIP: How you can benefit?

At the end of 1999 USA Triathlon Membership stood at 127,824. Those numbers have more than doubled to 262,703 by 2005, and USA Triathlon continued to experience double-digit annual growth through 2007 when it reached 336,356. After hitting 441,060 members in 2009, USA Triathlon consistently experienced 4% growth in 2010 & 2011 before a 5.645 increase in annual & one-day members in 2012, topping out at a record high 510,859. One-day memberships now stand over 477,000. (Information gathered from [www.teamusa.org/about/multisport/demographics](http://www.teamusa.org/about/multisport/demographics)) Why would you not want to be a part of something growing so rapidly?

You can market your organization to individuals who are healthy minded, to promote a health conscience community, and to encourage fitness as a way of life.

## DEMOGRAPHICS: The Mind of the Triathlete – 2009 Study

(Information gathered from [www.teamusa.org](http://www.teamusa.org))

**AVERAGE AGE: 38 59.6% MALE 39.5% FEMALE**

**7% UNDER 25 12.8% 25-29 15.7% 30-34 19.9% 35-39 17.3% 40-44 12.1% 45-49 7.5% 50-54 3.5% 55-59 1.6% 60-64 .6% 65-69 .3% 70+**

**OCCUPATIONS: 49% WHITE-COLLAR JOBS 19% PROFESSIONAL JOBS ( DOCTOR, LAWYER, ACCOUNTANT 12% STUDENTS OR EDUCATION WORKERS 6% GOVERNEMENT OR MILITARY**

**AVERAGE INCOME: \$126,000**

**12.9% < \$50K 14.5% \$50K-74,999 16% 75K-\$99,999 23.4% 100K-\$149,999 12.1% \$150K-\$199,999 8.4% \$200K-\$299,999 5.5% \$300K+**  
**SPENDING (DISCRETIONARY): 50% OF \$ SPENT ON BIKES & BIKE EQUIPMENT 17% OF \$ SPENT ON RACE ENTRY FEES 8% OF \$ SPENT ON FITNESS CLOTHING 11% OF \$ SPENT ON ATHLETIC SHOES**

# SEPTEMBER 30, 2016

## THE MEADOWS CENTER & TRAVIS ELEMENTARY

300 PARTICIPANTS EXPECTED

### SPRING LAKE TRIATHLON SPONSORSHIP OPPORTUNITIES

#### PLATINUM PRESENTING SPONSOR - 1 AVAILABLE **\$3,000**

**ALL ELEMENTS OF BRONZE SPONSOR PLUS:**

- 10X20 BOOTH AT THE EVENT
- LOGO ON PARTICIPANT MARKING TEMPORARY TATTOOS
- 2 RACE ENTRIES
- LARGE BANNER AT REGISTRATION & FINISH LINE\*
- SUPERIOR LOGO PLACEMENT ON RACE SHIRTS
- REGULAR ANNOUNCEMENTS AT EVENT

#### GOLD T-SHIRT SPONSOR – 2 AVAILABLE **\$2,000**

**ALL ELEMENTS OF BRONZE SPONSOR PLUS:**

- LOGO DISPLAYED ON SLEEVE OF RACE SHIRTS
- 1 RACE ENTRY
- 10X20 BOOTH AT THE EVENT FINISH AREA
- REGULAR ANNOUNCEMENTS AT EVENT

#### SILVER SWIM SPONSOR – 2 AVAILABLE **\$1,000**

**ALL ELEMENTS OF BRONZE SPONSOR PLUS:**

- OPT 1 LOGO ON MANDATORY SWIM CAPS
- OPT 2 LOGO ON TOWELS AT EACH TRANSITION SPOT
- REGULAR ANNOUNCEMENTS AT EVENT

#### SILVER RUN SPONSOR – 1 AVAILABLE **\$1,000**

**ALL ELEMENTS OF BRONZE SPONSOR PLUS:**

- LOGO ON SIGNS THROUGHOUT RUN TRAIL
- LOGO ON PARTICIPANT BIBS
- REGULAR ANNOUNCEMENTS AT EVENT

#### SILVER BIKE SPONSOR – 1 AVAILABLE **\$1,000**

**ALL ELEMENTS OF BRONZE SPONSOR PLUS:**

- LOGO ON SIGNS THROUGHOUT BIKE TRAIL
- LOGO ON PARTICIPANT BIKE LABELS
- REGULAR ANNOUNCEMENTS AT EVENT

#### BRONZE RACE DAY SPONSOR **\$500**

- LOGO WITH LINK ON ROTARY & TRIATHLON WEBSITES
- LOGO ON ALL PRINT ADVERTISING
- COMPANY BANNER PROMINENTLY DISPLAYED\*
- THANK YOU IN SAN MARCOS DAILY RECORD AD
- LOGO ON ALL ONLINE ADVERTISING
- MARKETING MATERIAL IN PARTICIPANT RACE BAGS\*
- 10X10 BOOTH AT THE EVENT FINISH AREA

*\* COMPANY SHOULD PROVIDE 3'x6' BANNER TO DISPLAY & PROMOTIONAL MATERIAL FOR RACE BAGS*

#### TABLE SPONSOR **\$100**

- AREA @ EVENT TO PUT UP A 6FT OR 8FT TABLE TO ADVERTISE
- THANK YOU IN SAN MARCOS DAILY AD

## SPRING LAKE SPONSORSHIP REGISTRATION FORM

EVENT NAME: Spring Lake Triathlon  
EVENT TIME: 8:00 A.M. – 11:30 A.M.

EVENT DATE: September 17<sup>th</sup>, 2016  
LOCATION: Travis Elementary School  
1437 Post Rd, San Marcos TX 78666

Sponsor Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

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### SPONSORSHIPS (CHECK ONE) \*

**\$3,000 – PLATINUM LEVEL: PRESENTING**

**\$2,000 – GOLD LEVEL: T-SHIRT**

**\$1,000 – SILVER LEVEL: SWIM**

**\$1,000 – SILVER LEVEL: RUN**

**\$1,000 – SILVER LEVEL: BIKE**

**\$500 – BRONZE LEVEL: RACE DAY**

**\$100 – TABLE SPONSOR**



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**PAYMENT:** Please make checks payable to “*Rotary of Greater San Marcos Foundation*” or “*Rotary Foundation*” is acceptable for short. Mail to PO Box 841, San Marcos, TX 78667, Attention: Triathlon Committee OR email below address to be invoiced thru PayPal

**CONTACT:** For questions about sponsorship, [rotarytriathlon@rotarysanmarcos.com](mailto:rotarytriathlon@rotarysanmarcos.com)  
Or Call Lacie Orsak (512) 217-0828

***Thank you for your sponsorship!***