

AskCoachSean.com & Tri Life Racing Sponsorship Proposal 2012

Thank you, for considering sponsorship of Tri Life Racing.

There are many benefits to sponsoring our organization:

Be involved in one of the fastest growing sports in the country! The sport is growing at a breath taking pace. Based on USA Triathlon membership was between 15,000-21,000 during the years of 1993-2000, the explosion in the popularity of the sport has shot membership numbers to surpass 135,000 in 2010. In a report by USAT “ The most recent SGMA study- released in May 2010- tells us that 1,208,000 Americans participated in at least one on-road (traditional) triathlon in 2009. This total represents 11.1 percent growth from 2008 (1,087,000) and 51.4 percent growth from 2007 (789,000)” These numbers are only USAT and does not include YMCA, Universities and other organizations putting on triathlons

Position your organization with the healthy lifestyle and lifelong fitness associated with triathlon. The sport of triathlon, like no other sport, embraces the concepts of maintaining a healthy and active lifestyle. You can often see participants at triathlons that range in age from 12 to 85 years of age. Every year there are increasing numbers of kids triathlons. This brings more athletes into the sport for a longer period of their life. The increasing number of kids triathlons add more ages to include 4-11 year olds.

Position your organization with an a attractive demographic. Triathlete’s average individual income is \$126,000 per year. The largest age groups at 35-44 years old white-collar professionals. Average age is 38, with men being the biggest participants - 59.6% male.

There are several ways to support:

- Donate money to become an official sponsor
- Offer our members a discount on merchandise or services
- Donate products/services to be raffled at our monthly meetings or for fund raising at our races

Other ways?

We welcome your suggestions and thoughts on sponsorship and would love to discuss any ideas you have.

Profile

Name: AskCoachSean.com and Tri Life Racing

Website: www.AskCoachSean.com

Location: Dallas Ft.Worth and North Texas. Global coaching of athletes for all races.

Mission: Tri Life Racing will improve lives for all ages and all levels of ability. We teach an appreciation for life through camaraderie, atmosphere, triathlon and life lessons. Our team of athletes will make their athletic aspirations a reality while discovering at greater sense of purpose and accomplishments.

Current Activities:

- Group trainings
- Individual/private trainings
- Individual and group coaching
- Kayak and Life Guard supported open water training swims open to triathlete community
- Adult and youth coaching
- Community Lectures/Clinics
- Social events
- Weekly email/newsletter
- Face Book and other social networking
- Clinics covering swimming, biking, running, triathlon, nutrition, and more
- Charitable support to MS Society, All Tri, and Leukemia –Lymphoma Society

Coach:

Coach Sean Gassman is the founder and head coach of Ask Coach Sean and Tri Life Racing. After extreme personal struggles, Coach Sean found happiness and a new life in the sport of triathlon. With the desire to help others, Coach Sean began coaching several Team in Training teams and a local triathlon club. Coach Sean joined All Tri as the head coach and coached the largest group of athletes to come out of that organization. Coach Sean has personally completed and coached hundreds of athletes to complete races at distances from 5k to Ironman (140.6miles). Current Certifications and positions held – USA Triathlon Level 1 Coach, USA Cycling Level 3 Coach, American Red Cross Water Safety Instructor, American Red Cross Professional Rescuer –First Aid/CPR/AED, Life Time Fitness Masters Swim Coach, Life Time Fitness- Garland, Triathlon Coach

Team Sponsorship:

AskCoachSean.com and Tri Life Racing is always looking to align itself with companies that are interested in partnering to promote health and wellness. We have programs running all year. Opportunities abound for high visibility in publicity and sales promotion that are directed at a market trending towards a higher income bracket. At present we are raising \$75,000 plus to cover the cost of team gear, uniforms, race fees and basic operation costs. We aspire to create a youth competitive team, that will reach out to kids in the community for after school activities/training/health/nutrition programs.

Members participate, individually or as a group, in over 50 different events in N. Texas and the U.S. Some athletes will compete globally. Races are not limited to triathlons, but includes athletes competing in marathons, ½ marathons, 5k and 10k sprints, as well as major bike rallies and fundraisers, off road triathlons, and exploding adventure races. The presence and podium finishes of our elite members offer sponsors the opportunity to gain invaluable exposure. Your sponsorship logo on our jerseys, training shirts, website and promotional material is an opportunity to show your support and association for a worthwhile program. Given proper notice, the TEAM is available for appearances at trade shows, community events, promotional gatherings and photographic purposes. We look forward to working with you to promote your company through our members and our events.

Product Sponsorship:

In Lieu of a monetary donation, we are in need of donations in the form of products and services.

Sponsorship Opportunities

Platinum Level \$20,000.00 +

- *Exclusive Two Year Title Sponsorship Package*
- Exclusive LARGEST Logo Placement on Race Uniform, Training Shirts, and casual wear
- Maximum Exposure on Website, with main page and first tier sponsor page logo/link placement.
- First tier Logo on Banner displayed where team is racing and team booths
- Recognition in Team Email-Newsletters
- Opportunity to speak to team - unlimited
- Full access to the team for promotional purposes (appearances, photo shoots, etc)
- Group Workouts hosted at your place of business (where applicable)
- Distribution of your company's brochures, marketing materials to our members and to guest at our booths during races
- Opportunity to share booth space at expo
- Company/brand logo displayed on team trailer – 1st Tier
- Naming rights to partnership related clinic
- Use of team and participants to test/sample product
- Framed certificate
- Banner placement at clinic
- Complimentary team membership – (4)
- Complimentary team tri uniform (4), and training shirt (4)
- Additional requests by sponsor will be considered

Gold Level \$10,000.00 +

- *Two Year* Secondary Sponsorship Package
- Logo Placement on Race Uniform and Training Shirts – Second Tier
- Four appearances by Team for promotional purposes
- Use of team and participants to test/sample product
- Banner placement at partnership related clinic
- Logo placement on Website, second tier Home & sponsor page logo/link
- Recognition in Team Email-Newsletters
- Opportunity to speak to team
- Smaller, Second Tier, Company/brand logo displayed on team trailer
- Second tier Logo on Banner displayed where team is racing and team booths
- Group Workouts hosted at your place of business (where applicable)
- Naming rights to partnership related clinic
- Complimentary team membership – (2)
- Complimentary team tri uniform (2) , and training shirt – (2)

Silver level \$5,000.00 +

- **One Year** Third tier Sponsorship Package
- Logo Placement on Race Uniform and Training Shirts – Third Tier
- One appearance by Team for promotional purposes
- Use of team and participants to test/sample product
- Banner placement at partnership related clinic
- Logo placement on Website, third tier Home & sponsor page logo/link
- Recognition in Team Email-Newsletters
- Opportunity to speak to team
- Smaller, Third Tier, Company/brand logo displayed on team trailer
- Third tier Logo on Banner displayed where team is racing and team booths
- Group Workouts hosted at your place of business (where applicable)
- Naming rights to partnership related clinic
- Complimentary team membership – (2)
- Complimentary team tri uniform (1) , and training shirt – (1)

Bronze Level \$2,500.00 +

- **One Year** Fourth tier Sponsorship Package
- Logo Placement on Training Shirts – Fourth Tier
- Use of team and participants to test/sample product
- Banner placement at partnership related clinic
- Logo placement on Website, Fourth tier, sponsor page logo/link
- Recognition in Team Email-Newsletters
- Opportunity to speak to team
- Smaller, Fourth Tier, Company/brand logo or name displayed on team trailer
- Fourth tier Logo on Banner displayed where team is racing and team booths
- Group Workouts hosted at your place of business (where applicable)
- Naming rights to partnership related clinic
- Complimentary team membership – (1)
- Complimentary team training shirt – (1)

Iron Level \$1,250.00 +

- **One Year** Fifth tier Sponsorship Package
- Logo Placement on Training Shirts – Fifth Tier
- Use of team and participants to test/sample product
- Banner placement at partnership related clinic
- Logo or Name placement on Website, Fifth tier, sponsor page logo/link
- Recognition in Team Email-Newsletters
- Opportunity to speak to team
- Fifth tier, Company name displayed on team trailer
- Fifth tier Logo or Name on Banner displayed where team is racing and booths
- Group Workouts hosted at your place of business (where applicable)
- Naming rights to partnership related clinic
- Complimentary team training shirt – (1)

Supportive Level – Any Donation below those above

- ***One Year*** last tier Sponsorship Package
- Name only on Training Shirts
- Use of team and participants to test/sample product
- Banner placement at partnership related clinic
- Logo or Name placement on Website, bottom tier, sponsor page
- Recognition in Team Email-Newsletters
- Sixth tier Logo or Name on Banner displayed where team is racing and booths
- Complimentary team training shirt – (1) \$250 or more donations

Product Donations

We also accept product donations. Team members maintain a strong presence at races and training events throughout the Texas area and reaching coast to coast. We can also set up raffles. Your product receives exposure and the team receives the funds.

Member Discounts

If your organization cannot provide monetary or product donations, we also are interested in member discounts. We encourage our members and friends to support our sponsors

Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for the club please contact us.

List of Big Items Needed

For Open Water Safety

- **2- kayaks**
- **Life Jackets 4**
- **Noodles – 4**
- **4-6 (5.5') and 4 (2.5')** tetrahedron race marks buoy (yellow preferred) Corner turn buoys
- **4-10 Line mark buoys Tomato mark buoys**

Buoy links

<http://www.etpsports.com/triathlon-racemarks.htm>

For Team Safety and Transport of Gear

- **Directional markers/signs for a bike and run course (printing/signage)**
- **Enclosed trailer – with back ramp door - example here**
http://www.trailersplus.com/Texas/Ft_Worth/cargo_trailers.php?&Category=Enc
[7](#)
- **Water jugs/igloos**

This agreement is made by and between AskCoachSean.com/Tri Life Racing hereinafter referred to as "Team" and

_____ hereinafter referred

to as "sponsor" dated this _____ day of _____, 20 ____.

AskCoachSean.com/Tri Life Racing agrees to provide the following services and privileges to the sponsor as outlined on the benefits pages in the sponsorship proposal.

The sponsor commits to the following levels:

Platinum Lvl \$20k + Gold Lvl \$10k+ Silver Lvl \$5k +

Bronze Lvl \$2,500+ Iron Lvl \$1,250.00 Supportive Lvl

Other terms mutually agreed upon: (if none, please state so)

Sponsor shall pay to AskCoachSean.com/Tri Life Racing the sum of \$_____ .

Sum is due and payable within 15 days of this contract or if other terms have been agreed upon please state so below. If in-kind contributions have been agreed upon, the delivery date for the product will be _____.

AskCoachSean.com/Tri Life Racing

Sponsor

By: _____

By: _____

Title: _____ Date: _____

Title: _____ Date: _____

Please mail checks and/or products to:
Coach Sean Gassman
3310 Hampden
Garland Texas 75043