



People-Powered Sports by Multisport Endurance Events, LLC
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2017 - 2018 Sponsorship Offerings

People-Powered Sports by Multisport Endurance Events, LLC is pleased to offer a number of sponsorship opportunities for our growing list of events. As you can see, we have a very strong presence in the local sports community:

The **Lake Pflugerville Triathlon** takes place annually on Father's Day. 2018 marks the 12th anniversary of this event. The Sprint-distance triathlon starts with a 500-meter swim in Lake Pflugerville with a sandy beach entry and an easy exit to a paved transition area, followed by a 14-mile bike ride through the countryside with enough low rollers to keep it interesting. Racers will finish up with a 3-mile run around the lake on a flat crushed granite trail with aid stations along the way. Another race option as part of this event is an AquaBike, whereby the participants complete the swim and bike, but not the run. Beginning in 2017 this event includes an Olympic-distance race and relay, separate First Responders/Military and Para-triathlete participant categories.

This event has sold out every year since its inception, is strongly supported by the city, and continues to grow in popularity.

www.LakePflugervilleTri.com

As an alternative to the huge races taking place on Thanksgiving, the **Pfeathered Pfun Runs** continues to grow in popularity, and takes place on the gravel trail around Lake Pflugerville, safe from motor vehicle traffic. Participants can choose to run either a 5K or 10K, and for the younger runners, we also offer a Little Trotters Kids' K. Additionally, the 5K, 10K and Kids' K are offered as virtual runs.

www.PfunRun.com

In partnership with the City of Pflugerville Parks and Recreation Department, **People-Powered Sports** partners with Seigga Multisport to present during the summer a **Youth Triathlon Camp** for children ages 7 thru 15, who may be interested in competing in a triathlon. This camp offers these young athletes the opportunity to experience triathlon, or tune their skills if they already participate in the sport.

www.YouthTriCamp.com

Kid-Powered Sports (our youth component) now presents a Youth Super-Sprint Triathlon race series. The inaugural 2014 race was a success for the Pflugerville Parks Department, and we were asked by participants and city staff to present this race again. We were very excited to offer this opportunity for local youth to participate in a competitive, yet very safe, race environment as a three-race series in 2017, with Lifetime Fitness as a sponsor. We are excited to continue this race series for 2018.

In partnership with USA Triathlon, **Kid-Powered Sports** also presents a youth Splash and Dash™ series, which are untimed events developed to introduce the young athletes to the sport of triathlon. These events consist of a swim followed by a run. For 2017, two events were pool swims and one was an “open water” swim along the beach of Lake Pflugerville. We are excited to continue this relationship with USA Triathlon for 2018.
www.Kid-PoweredSports.com

Growing in popularity are virtual events, whereby the athlete can complete the event on their own schedule, and in a location more convenient to them, saving the need (and cost) to travel to the physical event. **People-Powered Sports** offers two events in this context: the **Thanksgiving Pfeathered Pfun Run** and a new event for 2018, the **Border-To-Border Run**, where the athlete tracks their mileage, whether running, cycling, or a combination of the two, until they accumulate 762 miles, which is the direct east-west distance across the state of Texas.

Event Demographics

	Number of participants	Years in existence (as of 2018)	Expected Athletes for Next event	Spectator/ Family last event	Projected Turnout
Lake Pflugerville Triathlon	500	12th	600	1200	1500
Pfeathered Pfun Runs	325	4th	450 (2017)	400	750
Youth Tri Camp	20	3rd	30-40	30	60
Kid-Powered Sports Super Sprint Series	100	4 th (2nd as a series)	150-200	200	400
Kid-Powered Sports Splash and Dash Series™	75	3rd	100	200	300

Sponsorship Levels Available

Title Sponsorship

1. Reference to the event name, preceded by your company name
2. Prominent logo and company name on all promotions and publicity including print ads, press releases, social media – race applications, all Athlete T-shirts, all Volunteer T-shirts
3. Hyperlink to your website from event website AND on our corporate site
4. Banner space and signage at start and finish line(s) - (appropriate banners and signage provided by Sponsor, or provided by race management and reimbursed by Sponsor *not included in Sponsorship fee)
5. Logo on Mile-Markers, as appropriate
6. Free Race entries (4)
7. Marketing material placement in race bags (coupons, fun marketing items, or items for race day food/hydration)
8. Complimentary Race Day Canopy/Table Space

Presenting Sponsorship

1. Named as a Presenting Sponsor of the event
2. Proportionately-sized logo or company name on all promotions and publicity including print ads, press releases, social media – race registrations, all Athlete T-shirts, all Volunteer T-shirts
3. Hyperlink to your website from event website
4. Banner space and signage at start/finish line(s) - (appropriate banners and signage provided by Sponsor, or provided by race management and reimbursed by Sponsor *not included in Sponsorship fee)
5. Free Race entries (3)
6. Marketing material placement in race bags (coupons, fun marketing items, or items for race day food/hydration)
7. Complimentary Race Day Canopy/Table Space

Gold Level Sponsorship

1. Proportionately-sized logo or company name on all promotions and publicity print ads, press releases, social media – race registrations, all Athlete and Volunteer shirts
2. Hyperlink to your website from event website
3. Banner space and signage at (1) Aid Station, or finish line(s) - (appropriate banners and signage provided by Sponsor, or provided by race management and reimbursed by Sponsor *not included in Sponsorship fee)
4. Free Race entries (2)
5. Marketing material placement in race bags (coupons, fun marketing items, or items for race day food/hydration)
6. Complimentary Race Day Canopy/Table Space

Silver Sponsorship

1. Sponsor-provided banner and signage space at (1) Aid Station, or finish line
2. Hyperlink to your website from event website
3. Logo on event marketing materials
4. Free Race entry (1)
5. Complimentary Race Day Canopy/Table Space

Bronze Sponsorship

1. Complimentary Race Day Canopy/Table Space
2. Hyperlink to your website from event website

Logos should be sent as Vector files (alternately PDF or JPEG file) to mailbox@People-PoweredSports.com.
Feel free to contact us for more information.

Sponsorship Rates

	Title Sponsor	Presenting Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Lake Pflugerville Triathlon	\$5,000	\$2,500	\$1,500	\$500	\$200
Pfeathered Pfun Runs TM	\$2,500	\$1,000	\$500	\$250	\$100
Two Biggies Package Lake Pflugerville Triathlon + Pfeathered Pfun Runs TM	\$6,500	\$3,000	\$1,750	\$650	\$250
Youth Tri Camp (city)	N/A	\$1,000	\$500	\$250	\$100
Youth Super Sprint Series	\$1,250	\$1000	\$750	\$500	\$250
Youth Splash and Dash Series	\$1,000	\$750	\$500	\$250	\$100
Youth Package Youth Super Sprint Series and Splash and Dash Series	\$1,750	\$1,250	\$1000	\$600	\$300

GENERAL TERMS AND CONDITIONS

The acceptability of all submissions by potential sponsors (“Sponsor”) shall be determined solely by Multisport Endurance Events, LLC (“Publisher”). All Sponsorship Agreements are subject to Publisher’s approval and acceptance. Acceptance and signature of the Sponsorship Agreement by both parties shall constitute an agreement to provide advertising space and publicity as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein and in the current Sponsorship Rates, and that this Agreement is subject to all such terms which are expressly made a part of this Agreement.

Cancellations or changes in designs or logos requested by Sponsor, are accepted by Publisher only in writing, and must be received on or before the Sponsorship Closing Date for the applicable event. Sponsorship Closing Date is typically the first of the month prior to the month of the event, no later than 5pm CST. Penalties and forfeitures will apply, as defined below under “**Cancellations**”.

Publisher will schedule, run, and invoice all contracts in possession on the advertising closing date of a scheduled issue. **THE ADVERTISER/SPONSOR IS RESPONSIBLE FOR PROVIDING ARTWORK TO THE PUBLISHER TIMELY.** Sponsor is responsible for the submission of the advertising copy and materials by material deadlines. Payment is due and payable within 30 days of receipt of invoice. A service charge of 2.0% per month will be added to accounts past due, beginning 31 days delinquent and increased monthly thereafter.

Sponsor agrees to indemnify and hold harmless any entity with whom Publisher may have contracted, for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published. Sponsor must have legitimate legal right to the use of any and all material submitted by Sponsor to Publisher.

CANCELLATIONS

Note: All cancellations of this Sponsorship Agreement are subject to forfeiture of any funds, deposits or payments from Sponsor to Publisher. In the event of cancellation, Sponsor is responsible for payment of any outstanding charges or expenses incurred by Publisher, including cost of printing banners or advertising material, unpaid registration fees, and any expenses incurred by Publisher as a result of removing Sponsor from existing materials, including reprinting of said materials.

All of our events are sanctioned and insured by either USA Triathlon or USA Track & Field. Our Race Directors are certified in the appropriate sports.



Event Sponsorship Form

Sponsor Name (as it will appear in print):

Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Person: _____

Phone: (_____) _____ - _____

Email: _____

Authorized Signature: _____

Date: _____

Sponsorship Level: _____ (Title, Presenting, Gold, Silver, Bronze)

* In the amount of \$ _____

We plan to donate the following "other" (non-cash) item(s):

* Donations to charitable activities will be processed as 100% tax-deductible gifts, through Fenix Rising Sports, LLC, a 501 (c)(3) supporting athletes and charitable causes.