



2016 Elite Triathlon Team Sponsorship Information Packet



TEAM MISSION STATEMENT

To develop elite triathletes from the age of 16 to 25 to race at the highest level of draft legal competition available in the USA and Internationally.



Draft Legal / Olympic Triathlon Background Information

- ❑ The version used in the Olympic games is unique from the format used by Ironman.
- ❑ Triathletes need to have a very fast swim to be able to make it into packs on the bike.
- ❑ Bike packs allow drafting (like NASCAR) to increase efficiency and excitement.
- ❑ Triathletes finish with a very fast run to the finish.
- ❑ Typical distances are ½ mile swim, 12 mile bike, and 5k run. Double for Olympic distance.
- ❑ Athletes advertise their supporters (sponsors) on their uniforms for the public to see. A moving commercial for the sponsor.



Triathlon...a brief history.

- ❑ Started in 1920. Modern version started in 1974 in San Diego.
- ❑ Has been held at the Olympic games starting in 2000 in Australia.
- ❑ Ironman has the most publicity of the disciplines of triathlon.
- ❑ Various distances are available from long distance (140.6 mi) to sprint (16 mile).
- ❑ Australia, Great Britain, and the USA are the most powerful triathlon nations.
- ❑ Despite being born in the USA, we have only won one bronze medal since 2000.



Target Audience Demographics

- ❑ Swimming, Cycling, and Running are the most popular recreational activities (behind walking) with 43 million plus participating last year.
- ❑ 40% of triathletes are female.
- ❑ 68% of triathletes are white collar /professionals.
- ❑ 50% have annual income of over \$100,000.
- ❑ Median age is 38 years old.
- ❑ Swimming, Cycling, and Running are more popular than golf and tennis.
- ❑ Cycling is the number one recreational / health activity among doctors and lawyers.



Source: National Association of Sporting Goods Retailers, Simmons, MRI, USA Cycling Membership, Bicycling Magazine

Team Composition

- ❑ 6-12 Athletes
- ❑ Ages 16-25
- ❑ Professional Coaching
- ❑ Equipment provided



Proposed Team Events for 2016 /17

- ❑ Clermont / Detroit / Iowa / San Diego Draft Legal Elite Development Races
- ❑ USA Triathlon Age Group Draft Legal Qualification (Louisiana)
- ❑ USA Triathlon Collegiate Draft Legal National Championships
- ❑ Regional races in the Midwest.



Budget

- ❑ \$10,000 for bicycles & equipment.
- ❑ \$5000 for travel
- ❑ \$2500 for coaching
- ❑ \$1000 for clothing
- ❑ \$500 for entry fees

We are looking for partners whom will be able to either provide equipment or funds for running the team. Travel expenses, clothing, race entries, and practice facility rentals are major expenses.



Team Goals

1

- Podium at Elite Dev. Race

2

- Qualify for Collegiate Draft Legal

3

- Qualify for AG World Championships





Please consider supporting this program. Doing so will help you reach your marketing and advertising goals for the year. This team will reach your target demographic and associate your branding with a healthy lifestyle, an environmentally friendly sport, and show your support of young, potential Olympic athletes.

Contact Information

Tim Edwards

CoachTim@NCEcoaching.com

USA Triathlon Level 2 Coach

Team Manager

216-269-1423

