



## The Wakefield Triathlon National Age Group Championship

8th July 2007

High Profile Sponsorship  
Opportunities



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## Introduction to Triathlon

- Triathlon is the UK's fastest growing sport and has undergone massive develop around the world since its inclusion in the 2000 Olympic Games.
- The dynamic multi-discipline sport encompasses 3 areas swimming, cycling and running.
- Competitors race against the clock from the point they enter the swim to when they run across the finish line.
- The distances of a triathlon range from a 'super sprint' which averagely takes under 1 hour to complete to the 'Ironman' which can take up to 20 hours to complete.





## The Wakefield Triathlon 2007

Pugney's Country Park will form the picturesque setting for The Wakefield Triathlon on the 8th July 2007. The event will see some of the country's best triathletes' competing for the titles of National Age Group Champions, as well as qualification for the World Age Group Championships in Hamburg, Germany later in the year.

- The event will be organised by One Step Beyond Promotions and Wakefield Metropolitan District Council.
- Around 1,000 athletes will be competing at the event which includes a 1500 metre swim, 40km bike ride and a 10km run.
- 150 members of staff and volunteers will be working on the event.
- The event is predicted to have a strong economic impact on Wakefield with at least 1200 involved in the event seeking accommodation, entertainment and eating out in the local area over the weekend.
- Up to 5,000 people are expected to visit Wakefield over the weekend, as a result of the event.





## Participant & Spectators Profiles

The average British (non-professional) triathlete is 30 years old, single and works in senior management. Triathletes are image conscious, brand aware and have high disposable income.

- 54% of triathlon fans are between the ages of 16-34
- 57% of triathletes earn more than £40,000 annually
- 47% of triathlon fans are university educated
- 63% of triathletes have no dependants and a high disposable income
- 75% of triathlon fans are white collar managers
- 77% of triathlon fans are active sport participants
- The majority own their own home & car
- Most are computer & internet savvy
- Dedicated to fitness

*(Source: British Triathlon)*



## Sponsorship Benefits

- Brand association with healthy living and exercise.
- Brand building and awareness opportunities: connect with existing and potentially new customers through this exciting sporting event.
- The right to use the British Triathlon logo in order to advertise and promote your sponsorship of the event.
- Brand association with a nationally recognised sporting event.
- Reach an affluent triathlon audience.
- Opportunity to offer employees a selected number of free entries into the event.



## Sponsorship Opportunities

All sponsors will benefit from the following:

- Logo / Company name included on all printed material, including:
  - The Citizen Magazine 75,000 sent to all homes and businesses within the WF postcode area.
  - Publicity leaflets 25,000 sent to all West Yorkshire Police, Wakefield Council employees and 15,000 members of the Council's get fit campaign – Aspire.
- Logo / Company name included in 220 Triathlon magazine which has approximately 15,000 subscribers.
- Logo inclusion and company write up on event websites:
  - [www.onestepbeyond.org.uk](http://www.onestepbeyond.org.uk)
  - [www.pacesetterevents.com](http://www.pacesetterevents.com)
- Company inserts into athlete race packs.
- Company to be identified on all event press releases.

**By race day, we anticipate that our event publicity will have reached 500,000 people!**

## Sponsorship Opportunities Cont.

The opportunities listed are in addition to those previously identified.

Package	Opportunities	Price
<b>Main / Title Sponsor (Event Partner)</b>	<ul style="list-style-type: none"> <li>•Company brand inclusive within the race name</li> <li>•Large amounts of course branding minimum of 25% of all advertising exclusive to your company</li> <li>•Logo on all officials &amp; competitors clothing</li> <li>•Logo on swim hats and volunteer's uniforms</li> <li>•Logo on medals and trophies</li> <li>•Logo on finish gantry and media/medal presentation</li> <li>•Logo on front of the race numbers</li> </ul>	£10,000
<b>Support Sponsor</b>	<ul style="list-style-type: none"> <li>•Large amounts of course branding minimum of 15% of all advertising exclusive to your company</li> <li>•Logo on finish gantry and media/medal presentation</li> </ul>	£4,000
<b>Wetsuit Sponsor</b>	blueseventy	N/A
<b>Drinks Sponsor</b>	High 5 & Taut	N/A



## Benefits Of Sponsorship To The Event

- Secure the status of the event as a National Championship & World Championship Qualifier in 2007 and as a National Championship in 2008.
- Pay the cost of producing event branded clothing for 1200 competitors & volunteers (Given free of charge to all competitors & volunteers). This clothing would include your company branding.
- Cover the travel, accommodation & subsistence expenses of the officials & volunteers.
- Assist towards the general cost of the event infrastructure.



## Contact Information & Event Organisers

Please note that the sponsorship packages identified within this proposal are negotiable and if you feel that your company would benefit from alternative sponsorship opportunities, or you would simply like further information our contact details are listed below.

One Step Beyond Promotions

Adam Moffat

Development Director

T: 01427 718888

E: [adam@onestepbeyond.org.uk](mailto:adam@onestepbeyond.org.uk)

**Event Organisers** – This event is organised by One Step Beyond Promotions in association with The City of Wakefield Metropolitan District Council and British Triathlon.