



## 2020 Sponsorship Proposal

NWI Triathletes Club is a group of individuals brought together in pursuit of a collective passion. We train to go faster, be stronger and have fun. Our members participate at every level; national, regional and local. We wish to extend our proposal for sponsorship to promote our club and your business.

We thank you in advance for reviewing our proposal and look forward to joining forces with you.

Our non-profit club listed under section 501 (c)(4) of the IRS was started in 2011. We have held close to 100 members annually located mainly in Lake and Porter Counties. NWI Triathletes supports **local** races each year. These include Purdue Boiler Sprint, Carmel Sprint Triathlon, Leon's World's Fastest Triathlon, Grand Rapids Triathlon, LaPorte Triathlon, Lake Max Culvers Sprint Triathlon, and the MiTi half/full Triathlon. Our tent and banners are often present which advertise our sponsors in addition to giving support to our members. It's our sponsors which help make NWI Triathletes what it is today.

With your help, since 2017 we had been able to put on our own triathlon! This year we are working on planning first INDOOR Triathlon, taking advantage of the brand-new pool that Hobart High School has recently opened. We are looking to host this triathlon in May 2020! We also hope to grow locally and have had talks about hosting the LaPorte Triathlon in 2021 and bring it back to a USAT sanctioned race after a break in 2020.

### Levels of Sponsorship for NWI Triathletes Club Include:

Ironman Level Sponsor  
70.3 Level Sponsor  
Olympic Level Sponsor  
Sprint Level Sponsor  
In Kind/Custom/Other Sponsor



## NWI Tri Club Sponsor Benefits

	Ironman Level Sponsor	70.3 Level Sponsor	Olympic Level Sponsor	Sprint Level Sponsor	In-Kind Sponsor
<b>Benefits</b>	<b>\$1,000</b>	<b>\$750.00</b>	<b>\$500.00</b>	<b>\$250.00</b>	<b>Discounts Offer</b>
5-year option with NWI Triathlete flag and banner feat. your logo	Yes	No	No	No	No
Non-compete - will not accept sponsorship from competitor	Yes	Yes	No	No	No
<b>Exposure</b>					
Web pages	Top Listing in Sponsors' panel	Yes	"Additional Sponsor"	"Additional Sponsor"	Listed on Discounts web page
Club gear and uniforms	Largest logo	Large logo	Medium Logo	Printed name if space available	No
Club banners displayed at club events	Largest logo	Large logo	Medium Logo	Small Logo	Small logo
Opportunity to speak at club events	1+/year	1/year	1/year	No	No
Free NWI Tri club memberships	4 Free Memberships	3 Free Memberships	2 Free Memberships	1 Free Membership	No
<b>Media</b>					
Membership Inquiry Brochure displayed at club events	Prominent	Large on backside	Medium Logo	Medium Logo	Small
Logo on all print materials	Yes	Yes	Yes	Name only	Name only
Mentioned in monthly club newsletter	Yes	Yes	Yes	Yes	When relevant to current events
Logo on club website with link to your website	Prominent	Yes	Yes	Yes	Yes
Acknowledgement on Facebook and Instagram	Weekly	Bi-weekly	Monthly	Bi-Monthly	When relevant to current events



## Club Sponsor Level Selection

\_\_\_\_\_ Ironman Level Sponsor  $\geq$  \$1,000.00 or More

\_\_\_\_\_ 70.3 Level Sponsor  $\geq$  \$750.00

\_\_\_\_\_ Olympic Level Sponsor  $\geq$  \$500.00

\_\_\_\_\_ Sprint Level Sponsor  $\geq$  \$250.00

\_\_\_\_\_ Other/Custom/In-Kind

Amount: \_\_\_\_\_

Describe: \_\_\_\_\_

## Duration of Sponsorship

\_\_\_\_\_ 2020 Calendar Year

\_\_\_\_\_ Ironman Level 5 Year Sponsorship

I agree on this date to provide NWI Triathlete Club a copy of the signed agreement in hand. Money is due no later than 25 days after the agreement is signed. In-Kind sponsorship will be handled on an individual basis to coordinate products and/or services to fulfill this agreement. Within 7 business days of receipt the NWI Triathletes Club Board will review this agreement and, if accepted, sign and return a copy to me. I further agree to provide a high-resolution logo<sup>1</sup> (vectored image: .eps or .ai) and/or banner for use as applicable.

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NWI Triathletes Board Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If you have any other comments regarding your sponsorship, please state them here:

\_\_\_\_\_

<sup>1</sup> Logos needed by February 14<sup>th</sup> in order to place uniform orders in March.



## NWI Triathletes Sponsorship AGREEMENT

The following is an annual sponsorship agreement between the NWI Triathletes and

\_\_\_\_\_.

I am a legal representative of the above-named business and by signing this agree to the terms and conditions outlined in the Sponsorship Agreement that was provided with this form. Once accepted by NWI Triathlete Club, this agreement shall be in force for the period specified below.

Please complete the information below.

Name of Sponsor: \_\_\_\_\_

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

Company Address \_\_\_\_\_

Mailing Address: (if different from above): \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email for display on website (if applicable): \_\_\_\_\_

Website for display on website (if applicable): \_\_\_\_\_

In addition to your sponsorship, please state any other discounts, services or benefits you can provide to our members (if applicable and willing).

\_\_\_\_\_

\_\_\_\_\_

*Please mail this form and your payment to:*

*NWI Triathletes  
P.O. Box 1395  
Portage, IN 46368*