

2<sup>nd</sup> Annual JCC Independence Triathlon  
Sunday, July 3, 2011

## Sponsorship Information

The Jewish Community Center (JCC) of Greater Columbus is extremely excited to announce the 2<sup>nd</sup> Annual Independence Triathlon, which will be held at the JCC Hoover Family Park, 4290 E. Walnut St., Westerville, on the morning of Sunday, July 3. Last year, in its inaugural year, we had more than 260 triathletes from across Central Ohio who competed in the event, plus volunteers, friends, family members and supporters who were on site to cheer on the participants. Hoover Family Park is a 28-acre rustic woodland bordering Hoover Reservoir and serves the JCC as the site for Camp Hoover, a summer day camp for children aged 10 – 13, with a number of daily activities, including our high ropes course, swimming, boating, sailing, archery, biking, arts and crafts, sports, and so much more!



For almost 100 years the JCC has been reaching out and touching the lives of many in our community. While we are a recreational and workout facility we are also much more than that. The JCC offers a variety of programs dedicated to enhancing the quality of family life and promoting the physical, intellectual and spiritual wellness of the individual. We also have a 400+ child preschool where we provide cultural and educational programs that reflect the Jewish heritage. Through its wide array of programs, the JCC provides services to the community at large and populations at risk while continuing to pursue its mission of strengthening the individual, family and community.

Currently, there are more than 5,600 members of the JCC representing approximately 2,400 households in 74 individual ZIP codes. With locations in east, northeast and northwest Columbus, the JCC is committed to continuing to play a significant role in community life in Central Ohio.

The Columbus-area triathlon community is filled with energetic and passionate individuals and teams. According to USA Triathlon, the governing body for triathlon races, 50% of triathletes have an annual household income of over \$100,000 and the group found triathletes are very loyal to their organization's sponsors. In addition, for every competitor at a race, approximately two people join them as spectators, and many are athletes themselves.

Reaching out to both the triathlon community and JCC members interested in new fitness challenges made for a very successful inaugural event. Along with the JCC staff, the Independence Triathlon will be

managed by HFP Racing. HFP Racing is a leader in the industry of multisport management and marketing with over twenty regionally owned and operated Triathlons and other special events. HFP Racing is one of the largest promoters of Triathlons in the Midwest and boasts a customer base of nearly 16,000. HFP Racing has produced over 500 events in the last 20 years. Last year, we also partnered with *This Week* news to put 2 ads that will reach 350,997 homes throughout Central Ohio – that's a total of 701,994 impressions.

The JCC and HFP Racing are dedicated to providing a world class race experience with a family friendly feel for the benefit of our participants, attendees and sponsors.

The following details several sponsorship opportunities and how you can be part of this very successful event. Thank you for taking the time to consider the JCC Independence Triathlon.

## Sponsorship Levels

### PRESENTING SPONSOR - \$5,000.00

- logo placement on all collateral materials for the event to include press releases, email blasts, posters, featured article in JCC Newsletter, company profile in JCC Newsletter, event signage
- logo placement on 2 ads in *This Week* Newspaper that reaches 350,997 homes throughout Central Ohio totaling 701,994 impressions
- a designated VIP space next to the finish line
- 10 Complimentary race entries into the race
- Category Exclusivity
- First right-of-refusal for 2012 sponsorship.
- Other branding placement:
  - logo on all participant technical shirts
  - logo on all volunteers t-shirts
  - \*Ability to set-up a booth on race weekend to distribute/sell promotional material
  - Ability to place marketing collateral materials in the athlete goodie bags
  - Ability to place additional banners along the finish line chutes (4)
  - Ability to place additional banners along the transition entrance/exit (2)
  - PA mentions on race weekend by race day announcer
  - Company logo linked on JCC website featuring these events
  - Company logo on the HFP Racing website featuring these events

### GOLD SPONSOR - \$2000.00

- logo placement on all collateral materials for the event to include press releases, email blasts, posters, featured article in JCC Newsletter, company profile in JCC Newsletter, event signage
- 5 Complimentary race entries into the race
- logo placement on 2 ads in *This Week* Newspaper that reaches 350,997 homes throughout Central Ohio totaling 701,994 impressions
- Category Exclusivity
- First right-of-refusal for 2012 sponsorship

- Other branding placement:
  - logo on all participant technical shirts
  - logo on all volunteers t-shirts
  - \*Ability to set-up a booth on race weekend to distribute/sell promotional material
  - Ability to place marketing collateral materials in the athlete goodie bags
  - Ability to place additional banners along the finish line chutes (2)
  - Company logo linked on JCC website featuring these events
  - Company logo on the HFP Racing website featuring these events

#### SILVER SPONSOR - \$1,000.00

- logo placement on all collateral materials for the event to include press releases, email blasts, posters, article in JCC Newsletter, company profile in JCC Newsletter
- 2 Complimentary race entries into the race
- logo placement on 2 ads in *This Week* Newspaper that reaches 350,997 homes throughout Central Ohio totaling 701,994 impressions
- Other branding placement:
  - logo on all participant technical shirts
  - logo on all volunteers t-shirts
  - \*Ability to set-up a booth on race weekend to distribute/sell promotional material
  - Ability to place marketing collateral materials in the athlete goodie bags
  - Company logo linked on JCC website featuring these events
  - Company logo on the HFP Racing website featuring these events

#### BRONZE SPONSOR – \$500.00

- logo placement on all collateral materials for the event to include press releases, email blasts, posters, article in JCC Newsletter
- logo placement on 2 ads in *This Week* Newspaper that reaches 350,997 homes throughout Central Ohio totaling 701,994 impressions
- Other branding placement:
  - logo on all participant technical shirts
  - logo on all volunteers t-shirts
  - Company logo linked on JCC website featuring these events
  - Ability to place marketing collateral materials in the athlete goodie bags

\*Any promotional materials that are to be distributed or sold must be approved in advance by the JCC. Any food item must adhere to kosher standards set forth by the Va'ad Ho'ir.

\*\*The JCC is a non-profit organization and all donations are tax-deductible.