

Old Town Triathlon Club
PO Box 1913
Alexandria VA 22313
www.OTTC.org

Darryel Adams, President
Mobile 202.412.3917

Debra Monahan, Administrator
Debra@OTTC.org



Dear prospective Old Town Tri Club sponsor,

Founded in February 2009, the Old Town Triathlon Club provides opportunities for education, mentoring, training and camaraderie in the world's fastest growing sport. Whether someone is considering their very first triathlon or are an Ironman they will find the OTTC community is committed to helping them reach their fitness goals.

What We Do

- OTTC offers weekly group workouts for all experience levels and abilities
- OTTC team race support includes a team tent, van, food, beverages, group lodging and cheer leaders
- OTTC schedules monthly club happy hour gatherings where club members have an opportunity to socialize and learn about the latest club happenings.
- OTTC holds clinics each month on topics related to wellness and triathlon such as: Bike maintenance, transition training, nutrition, running, injury prevention, etc.
- OTTC provides area information on non-club local training and racing opportunities.
- OTTC members are able to take advantage of special offers and discounts from our sponsors.

Triathlete Demographics

- Average age: 38 years old 59.6% Male 39.5% Female
- 74% Married or in a committed relationship
- 68% White collar or professional
- Average income: \$126,000
- The average triathlete spent \$4009.00 on racing, training and fitness in 2010
- For full statistics go to: <http://triathlon.teamusa.org/about-usat/demographics>

Our sponsorship packages are outlined on the following pages. We've created packages with special needs in mind for various types of businesses. If you are interested in a particular type of sponsorship that isn't listed please feel free to discuss it with us.

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SPONSORSHIP PRICES FOR 2012

ALL SPONSORSHIP PACKAGES ARE FOR 12 MONTHS: JANUARY 1, 2012 to DECEMBER 31, 2012

Special Offer: Sign up prior to 1/1/2012 and start receiving benefits immediately

OTTC Official Club Shirt Sponsorship - \$150.00

- **Your Company Logo on the Official OTTC Technical Shirt** - Your logo on the official 2012 OTTC team technical shirt worn by our members at area competitions. Released in March 2012. (Logo must be provided as a vector or eps graphic)
- **Thank You Email To Our Members** - A link to your website, a brief description of your company and any special offers to OTTC members listed in a thank-you email sent to all members.
- **Link and Promo Offer on OTTC.org Website for One Year** – Your company logo, a link to your website and listing of any special offers to OTTC members on our website.
- **OTTC Newsletter** – You will receive the OTTC Newsletter for one year.

OTTC General Sponsorship - \$250.00

- **Your Company Logo on the Official OTTC Technical Shirt** - Your logo on the official 2012 OTTC team technical shirt worn by our members at area competitions. Released in March 2012. (Logo must be provided as a vector or eps graphic)
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- **Link and Promo Offer on OTTC.org Website for One Year** – Your company logo, a link to your website and listing of any special offers to OTTC members on our website.
- **OTTC Newsletter** – You will receive the OTTC Newsletter for one year.
- **Two Marketing Emails Sent To Our Members** – You craft it, we send it. You will have the opportunity to send two marketing emails within 12 months to our members. They may include a special offer, event promotion or general marketing advertisement.
- **Sponsorship Spotlight @ OTTC Happy Hour** – Your Company will have the opportunity to distribute promotional material and giveaways at one of our monthly happy hours. You will also be invited to address the group for 2-3 minutes to speak about your product or company.

OTTC Bank Sponsorship (only one bank) - \$550.00

- **Your Bank is the official OTTC bank for company transactions.**
- **Your Company Logo on the Official 2012 OTTC Technical Shirt** - Your logo on the official 2012 OTTC team technical shirt worn by our members at area competitions. Released in March 2012. (Logo must be provided as a vector or eps graphic)
- **Thank You Email To Our Members** - A link to your website, a brief description of your bank and any special offers to OTTC members listed in a thank-you email sent to all members.
- **Link and Promo Offer on OTTC.org Website for One Year** – Your bank logo, a link to your website and listing of any special offers to OTTC members on our website.
- **OTTC Newsletter** – You will receive the OTTC Newsletter for one year.
- **Two Marketing Emails Sent To Our Members** – You craft it, we send it. You will have the opportunity to send two marketing emails within 12 months to our members. They may include a special offer, event promotion or general marketing advertisement.
- **Sponsorship Spotlight @ OTTC Happy Hour** – Your Bank will have the opportunity to distribute promotional material and giveaways at one of our monthly happy hours. You will also be invited to address the group for 2-3 minutes to speak about your bank.
- **OTTC Event Banner** – Your logo will be added to the OTTC event banner. This ten foot banner is used at all OTTC supported events where the official OTTC host tent is displayed. Events include the [DC Triathlon](#) and chosen [Ironman](#) and [Set Up Events](#) triathlons.
- **Bank Card Giveaways** – We request that your bank provide OTTC with at least four \$25.00 Visa/Mastercard/American Express gift cards that we may use as giveaways/raffle prizes for our members.

OTTC Restaurant Sponsorship - \$299.00

- **Your restaurant is advertised as an OTTC ‘official’ and preferred restaurant in Old Town**
- **OTTC will host at least three happy hours**, within one year, at your location on a Monday or Wednesday evening. Your location must be able to provide us with private space for 25-30 people and offer special ‘happy hour’ pricing on food and drinks from 7-9pm.
- **Your Company Logo on the Official 2012 OTTC Technical Shirt** - Your logo on the official 2012 OTTC team technical shirt worn by our members at area competitions. Released in March 2012. (Logo must be provided as a vector or eps graphic)
- **Thank You Email To Our Members** - A link to your website, a brief description of your Company and any special offers to OTTC members listed in a thank-you email sent to all members.
- **Link and Promo Offer on OTTC.org Website for One Year** – Your Company logo, a link to your website and listing of any special offers to OTTC members on our website.
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- **Restaurant Gift Certificate Giveaways** – We request that your restaurant provide OTTC with four \$25 gift certificates that we may use as giveaways and/or raffle prizes for our members.

OTTC Retail and/or Professional Sponsorship

For Sports/Nutrition/Fitness/Wellness Businesses - \$275.00

- **Positioning as an industry expert** - You will have the opportunity to lead at least two OTTC clinics within a twelve month period. Clinics must be approved and scheduled with our OTTC coordinator. Clinics may be held at your location (in or near Old Town) or at an Old Town location of our choosing. OTTC charges a nominal \$5-\$10 fee for most clinics which is donated to the Club.
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- **Giveaways/Raffle Prizes** – We request that your company provide us with gift certificates and/or prizes that we may use as member giveaways and raffle items.

****All of our sponsors will have the opportunity to purchase official OTTC 2012 shirts at special pricing of \$10.00 per shirt (regular price \$19.99) at time of signing up for sponsorship.****