



*Going the Distance to Improve
Health and Save Lives*

EVENT INFORMATION

On October 20, 2012 over 2,000 athletes will visit Wilmington, NC to compete in the PPD Beach2Battleship Triathlon. The PPD Beach2Battleship is an internationally recognized iron distance and half iron distance triathlon. Competitors from around the country and the world have traveled to the area to enjoy everything this world famous waterfront destination has to offer and to experience a competition Triathlete Magazine named as one of the top 5 iron distance triathlons in the world. The race begins at Wrightsville Beach and finishes at the USS North Carolina Memorial downtown Wilmington. Thousands of friends, family and spectators will visit the 2-day expo and Finish Line Festival.

SPONSORSHIP OVERVIEW

Corporate sponsorship plays a key role in the success of this growing event. Sponsorship is a powerful way to promote your business, support health and wellness, team build, and become involved in the community. Marketing through triathlon events is one of the fastest growing segments of event sponsorship. Companies of all sizes continue to tap into the growing popularity of the sport of triathlon. This coveted demographic includes high trends in education, household income and purchasing power. The PPD Beach2Battleship sponsorship packages offer a host of options including traditional elements, media inclusion, public relations, social media, direct and web marketing, in addition to the 2-day expo and the finish line festival exposure.

COMMUNITY BENEFITS

It is critical to the success of the event that community partners support The PPD Beach2Battleship through sponsorship. All of the event's net proceeds are



AID STATION SPONSORSHIP
www.beach2battleship.com

contributed to the Wilmington Family YMCA. The Wilmington Family YMCA holds true to the mission of serving people of all faiths, races, abilities, ages, and incomes in order to make its community a healthier, safer, better place to live.

AID STATION SPONSORSHIP DESCRIPTION

With 10 aid stations on the bike course and 13 on the run course, there are plenty of opportunities to get involved and support The PPD Beach2Battleship. This package gets local businesses out on the course showing their support for the competitors while promoting themselves in their own unique way. We encourage people to get creative and make their aid station stand out. After the race, competitors will vote on who had the best aid station.

AID STATION SPONSORSHIP BENEFITS/REQUIREMENTS

- Bike course aid stations will require 4 - 5 people broken into shifts throughout the day
- Early shift starting at 7:30am and lasting until approximately 10:45am
- Run course aid stations will require 8 -10 people broken into shifts throughout the day
- Shifts starting at 10:30am and running until approximately 12 midnight
- Sponsors are allowed to display banners, costumes, music, etc.
- All aid station supplies for the participants (food, water, tent, tables) will be provided by PPD Beach2Battleship
- Best aid station voted by the participants wins a gift certificate to a local restaurant!



**CRICHTON
& PARTNERS**

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