



*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 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.

EXPO SPONSORSHIP DESCRIPTION

At-event marketing plays a key role in making the PPD Beach2Battleship an event, not just a race. This package is designed to allow businesses with a focus on the sport of triathlon showcase their products and services directly to event participants and spectators. Event expo space includes two days prior to the event at the new waterfront Wilmington Convention Center downtown, as well as the Finish Line Festival on event day.

EXPO SPONSORSHIP BENEFITS

- At-event marketing space at packet-pickup during two days leading up to event day
- At-event marketing space at Finish Line Festival
- Banner display rights
- Sponsor logo and web link on PPD Beach2Battleship website



**CRICHTON
& PARTNERS**

919-650-3921 O • 919.656.4639 C
info@crichtonpartners.com • crichtonpartners.com