



*Going the Distance to Improve
Health and Save Lives*

SPONSORSHIP OPPORTUNITIES
October 20, 2012
www.beach2battleship.com

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.

PPD, a leading global contract research organization, supports the event as its title sponsor to educate the public on the vital role of clinical research and participation in clinical trials to deliver new medicines to improve health and save lives, and to support the local community.

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 packag-

es 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.

The PPD B2B provides various levels of sponsorship packages for businesses of all sizes. It is a great way to get corporate employees involved in the community and focused on health and wellness.

COMMUNITY BENEFITS

It is critical to the success of the event that community partners support The PPD Beach2Battleship through sponsorship. The more support through sponsorship, the stronger the promotion of the event locally and nationally which increases the participation of both competitors and local residents.

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.

PARTICIPANT DEMOGRAPHICS

According to the Sporting Goods Manufacturers Association (SGMA), approximately 2.3 million individuals completed at least one triathlon in 2010, representing 55% growth in one year.

- Average HHI: \$126,000
- 98% have a 4 year college degree
- 45% have a post-graduate degree
- 81% 18-49 age demo
- 60% male - 40% female
- Median age: 38



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SPONSORSHIP LEVELS	Title Sponsor	Presenting Sponsor	Official Category Sponsor	Corporate Sponsor
ENTITLEMENT				
First position naming	●			
Second position naming		●		
Category exclusivity	●	●	●	
MEDIA				
TV/Radio media partner inclusion	●	●	●	
Print media partner inclusion	●	●	●	
Public relations	●	●	●	●
Social media	●	●	●	●
DIRECT MARKETING				
E-newsletter	●	●	●	●
WEB MARKETING				
Home page logo	●	●	●	●
Web sponsor promotions	●	●	●	●
Logo on sponsor page	●	●	●	●
EVENT WEEK				
Event entries / VIP amenities	●	●		
Awards & presentations	●	●		
Finish flags	●	●		
Logo on race bibs	●	●		
Event signage rights	●	●	●	●
PA announcement	●	●	●	●
Booth space 2-day expo	●	●	●	●
Finish festival space	●	●	●	●
Goody bag inclusion	●	●	●	●

SPONSOR BENEFITS

- Build brand loyalty with coveted demo through multiple at-event branding options.
- Full sampling and sales rights at 2-day expo with thousands of attendees and at the finish line festival.
- Category exclusivity available.
- Direct marketing via event e-newsletters.
- Cause marketing tie-in with event charity.