



## Set Up Events Triathlon Sponsorships

### • 2010 Overview •

*Set Up Events is the largest producer of triathlons in the United States*

- In 2009 Set Up Events produced over 75 events in a seven state region including: North Carolina, South Carolina, Virginia, Maryland, Delaware, Georgia and West Virginia.
- Set Up Events registered over 35,000 entries during the 2009 season with all registrants creating a unique profile in the Set Up Events' database through [setupevents.com](http://setupevents.com).
- Each entrant provides a premier and targeted demo for a cost efficient investment.
- Set Up Events website averages nearly 8,000,000 hits and over 200,000 visits per month. We have also welcomed over 300,000 unique visitors in 2009 alone.
- Set Up Events offers extensive web marketing tools and direct e-mail opportunities to an ever-growing database of triathletes.
- Set Up Events offers print and digital advertising opportunities for sponsors at all series events through its E-GIFT BAG and optional packet-pickups.
- Set Up Events sponsorship packages are tailored to fit budgets, targeted regions, and specific calendar needs.
- Ask about Set Up Events built-in community charitable programs designed and proven to attract non-paid media for our sponsors.



### The Coveted Triathlete Demographic

- 81% 18-49 age demo
- Largest age groups are 30-39 and 40-44
- Median age: 41
- 59.6% male - 39.5% female
- 98% have attended college
- 45% have a post-graduate degree
- 67% are business and community leaders between 30 and 50 years old
- Average HHI: \$126,000
- 93% gave purchasing advice in the past year to an average of 12 people
- Triathletes also understand and respect the important role sponsors play to keep their sport healthy

# Sponsorship Features & Benefits

**Results Sponsor**  
(Includes all 4 series)

**Presenting Series Sponsor**

**Official Series Sponsor**  
(Includes all 4 series)

**Run, Bike or Swim Series Course Sponsor**  
(Includes all 4 series)

**Retail Partner**

**Official Individual Series Sponsor**

**Event Sponsor**  
(Hometown Hero)

**Health & Wellness Sponsor**  
(50% Off)

Results, series, points, clock



Endorphin Report, Logo Inclusion



Fencing



Flags



E-Gift Bag



Unique E-Blasts (2)



Category Exclusivity



Social Networking



Banner Rights



National Ad Buy Logo Inclusion



E-Expo Inclusion (4)



Event Marketing Space



PA Announcements



T-Shirt Logos



Packet Pickup  
(can have print piece available)



## Web Logos Determined by Size of Sponsor

Website Logo Inclusion



- **Results** - Premiere placement on all results pages
- **Presenting Series** - Top series sponsor placement
- **Course** - Sponsor slideshow & course maps
- **Series** - Series logo position



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