

The 20th Annual Dewey Beach Triathlon *Sponsorship Packet*

It only takes one to make a difference.
Be that one.

Saturday, September 17, 2016

Delaware Seashore State Park
Tower Road, Ocean Side Dewey Beach, Delaware



All Proceeds
Benefit the local YMCA



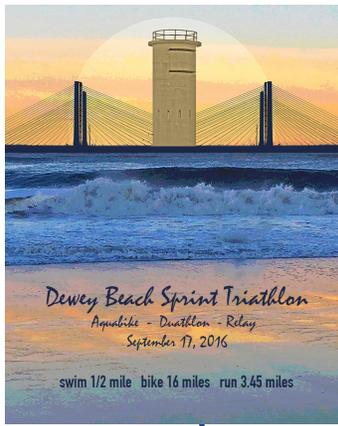
Contact Information

Ava Cannon / James Botti

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www.DeweyBeachTri.com



The 20th Annual Dewey Beach Sprint Triathlon

History

One of the longest-running triathlon events on the East Coast, the Dewey Beach Sprint Triathlon originated on New Orleans Street in Dewey Beach in 1996. The event has consistently been a top selling event and has seen the sport of triathlons/biathlons expand throughout the region. It has also been an integral part of the strong shoulder season the resort area now has.

The same weekend now hosts other events that all have equally wonderful causes. Why be part of this one? Because this event has and will always be, a major contributor to the Sussex Family YMCA Annual Campaign.

Over \$350,000 has been donated to the cause since its inception. The Strong Kids Campaign offers financial assistance to children and families in YMCA programs throughout the state.

“The Dewey Beach Sprint Triathlon is a charity event that directly supports the YMCA Annual Campaign. Scholarships awarded from the campaign allow children to participate in YMCA programs such as summer camp, pre-school, after school care, swim lessons and Water Safety Week. In 2013, our WSW program, provided over 441 children a week’s worth of FREE swim lessons and lifesaving skills. Without events such as the Dewey Beach Sprint Triathlon, scholarships for such programs would be reduced. “

James Botti
Sports and Health & Fitness Director
YMCA of Delaware



3 guiding
principles for a
Triathlete...

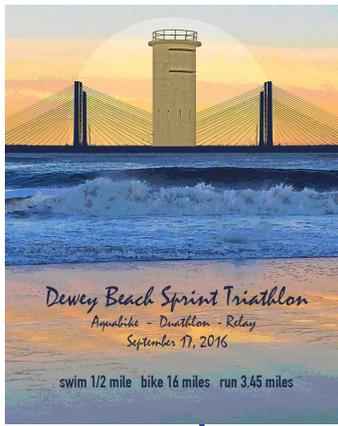
*Plan,
Consistency,
& Believe*

Coach Danahy

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Be that one.

www.DeweyBeachTriathlon.com



The 20th Annual Dewey Beach Triathlon

2016 Sponsor Packages

It only takes one to make a difference.

Be that one.

LEAD SPONSOR \$2,000

- Logo on all Race Numbers (Bike and Run)
- Premium position on race performance shirt and materials
- Logo recognition with link on website
- 6 complimentary individual entries or 2 complimentary team entries
- Table at packet pickup and race day
- Point of sale material in all race bags
- Banner at Delaware Seashore State Park & packet pickup/expo

AWARDS SPONSOR \$1,000

- logo on race performance shirt and materials
- Logo recognition & link on website
- 4 complimentary individual entries or 1 complimentary team entries
- Table at packet pickup and race day
- Point of sale material in all race bags
- Banner at Delaware Seashore State Park & packet pickup/expo

SWIM/BIKE OR RUN SPONSOR - \$500

- Banner space or road sign near either run, bike or swim entrance/exit
- Logo recognition on website
- Point of sale material in all race bags
- 1 complimentary entry

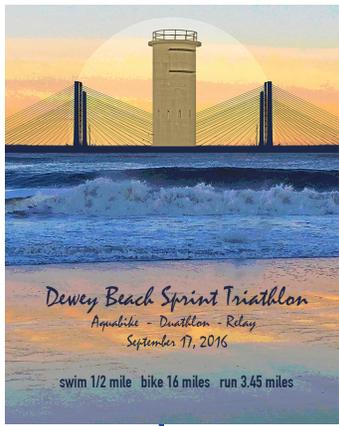
IN KIND CONTRIBUTIONS:

Every and any donation makes a difference.

Please let us know if you have other ideas on how to be involved.

GOODY BAG MATERIALS

If you have a product you would like marketed to this diverse participant demographic, we would love to talk to you! Goody bag materials are always welcome.



The 20th Annual Dewey Beach Triathlon

Sponsor Application

Please fill out and fax, mail or email to:

Sussex Family YMCA

c/o Dewey Beach Sprint Triathlon

20080 Church Street Rehoboth Beach DE 19971

Attn: Ava Cannon /James Botti

Mobile: 302.249.5620 Fax 302.227.3638

avarealtor@yahoo.com or jbotti@ymcade.org

Company Name: _____

Contact Name: _____

Address: _____ Telephone: _____

Fax: _____ Email: _____

Level of Sponsorship

I would like to sponsor at the level of (please check one):

- | | |
|----------------------------------------------------|---------------------|
| <input type="checkbox"/> Lead Sponsor | \$ 2,000 |
| <input type="checkbox"/> Award Sponsor | \$ 1,000 |
| <input type="checkbox"/> Swim, Bike or Run Sponsor | \$ 500 |
| <input type="checkbox"/> In-Kind Media Sponsor | \$ _____
(value) |

Payment Information (Please check one)

Check enclosed Credit Card (all major credit cards accepted)

Make all checks payable to Sussex Family YMCA Dewey Triathlon

Credit Card Information:

Credit Card No.: _____ Exp. Date: _____

Signature: _____ Date: _____

The Sussex Family YMCA is a 501 c3 organization and all donations are tax deductible.



www.DeweyBeachTriathlon.com