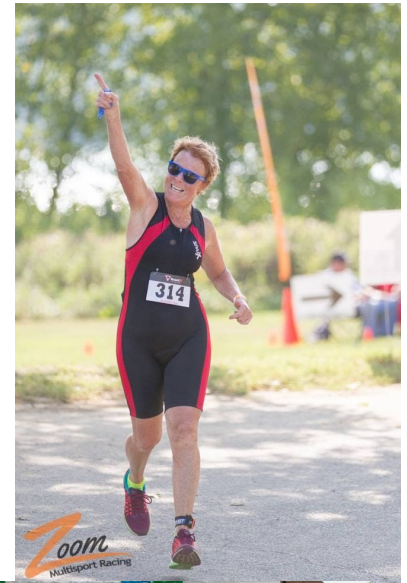




2020 Sponsorship for Zoom triathlons and running events

Jan. 1, Pancakes & Resolutions, 1-miler, 5K, 10K, Dayton, Ohio*
June 6, Ohio Games Run, Columbus, Ohio
June 7, Ohio Games Multisport Festival, Columbus, Ohio
June 28, Cowan Lake triathlon, Wilmington, Ohio
July 25, ½ Way to Christmas half marathon, 1-miler, 5K, 10K, Dayton, Ohio*
Aug. 23, Hueston Woods triathlon, College Corner, Ohio
Sept. 13, Columbus Triathlon at Alum Creek, Columbus, Ohio
Oct. 25, Grandpa Joe's Halloween Candy Run 1-miler, 5K, 10K, Dayton, Ohio*
*Some sponsorship items not available at running only events. Watch for annotations on sponsorship levels indicating availability.



Overview

Zoom Multisport Racing's motto is, "If you believe, you can achieve!" We work to inspire athletes with races for everyone, free training plans and great swag. People call our races **positive, friendly, and fun**. Our events feature distances for all ages and abilities, including beginner, intermediate (sprint), olympic, and ½ iron distances triathlons, duathlons, aquabikes, aquathlons and open swims to attract athletes from around the region.



Community Contributions

- Approximately 40% of each race entry is put back into the local community. Last season we spent approximately \$30,000 in locally sourced staff, services and goods.
- Last season, we also raised more than \$3,000 for local charities and donated many volunteer hours and race entries.

Who Attends Zoom Multisport Races?

- Zoom races are equally attended by men and women
- Zoom athletes are on average between the ages of 25-55.
- Our athletes come most major regions of Ohio, including Cincinnati, Dayton, Columbus and Cleveland.
- Multisport athletes are college educated, professionals who are in the upper middle class.
- Everyone from beginners to ironmen and novices to elite athletes race with Zoom.

Title Sponsorship Package*

Package Cost = \$1,500 per event (package options for multiple races available)



75% of sponsorship must be in cash or in-kind products and/or services that cover specific event costs.

Sponsorship Details:

1. You will receive sponsor exclusivity for race.
2. Event will be named for your company, and your company name will proceed the race name on race materials and in all race marketing.
3. Digital marketing logo placement:
 - Event email blasts (7,500+ emails with a 20+% open rate & 6+% click through). Samples can be seen at <https://mailchi.mp/b7eb260ed352/discounts-beer-free-training-more-1353337>
 - Three social media posts on Facebook (3,200 likes) and Twitter (nearly 350 followers) promoting your company or products. You can provide the content or collaborate with our marketing specialist who knows our audience and can maximize your exposure.
 - Event webpage at <http://www.zoomracingusa.com/>
4. Print marketing:
 - The photo booth banner (100+ pictures taken per event)
 - In-race photos (hundreds of images shared on Facebook per event). Race photo albums can be seen at [facebook.com/zoomracingusa](https://www.facebook.com/zoomracingusa).
 - Event T-shirts
 - Full-page ad in the digital Race Guide. Sample found at <https://www.zoomracingusa.com/guides/>
 - Scrim banner at the finish line or transition area (for triathlons)
 - Event swim caps for triathlons (only available through March)*
5. Event day marketing:
 - Health & Fitness Expo Booth where you can mingle with our athletes and share about your company personally.
 - Opportunity to provide print media to our participants at the event
 - Athlete goodie bags
 - Event recognition via the P.A. system at the start of the race

*Not available for 2020 Halloween Candy Run



Platinum Sponsorship Package

Package Cost = \$1,000 per event (package options for multiple races available)

75% of sponsorship must be in cash or in-kind products and/or services that cover specific event costs.

Sponsorship Details:

1. Digital marketing logo placement:
 - Event email blasts (7,500+ emails with a 20+% open rate & 6+% click through). Samples can be seen at <https://mailchi.mp/b7eb260ed352/discounts-beer-free-training-more-1353337>
 - Three social media posts on Facebook (3,200 likes) and Twitter (nearly 350 followers) promoting your company or products. You can provide the content or collaborate with our marketing specialist who knows our audience and can maximize your exposure.
 - Event webpage at <http://www.zoomracingusa.com/>
2. Print marketing:
 - Event T-shirts
 - Half-page ad in the digital Race Guide. Sample found at <https://www.zoomracingusa.com/guides/>
3. Event day marketing:
 - Health & Fitness Expo Booth where you can mingle with our athletes and share about your company personally.
 - Print media at the event
 - Athlete goodie bags
 - Event recognition via the P.A. system at the start of the race



Zoom Multisport Racing, LLC
931 Patterson Road, Dayton, OH 45419
P: 614-381-2781 / E: zoomracingusa12@gmail.com
Web: zoomracingusa.com

Gold Sponsorship Package

Package Cost = \$500 per event (package options for multiple races available)

75% of sponsorship must be in cash or in-kind products and/or services that cover specific event costs.

Sponsorship Details:

1. Digital marketing logo placement:
 - Event email blasts (7,500+ emails with a 20+% open rate & 6+% click through). Samples can be seen at <https://mailchi.mp/b7eb260ed352/discounts-beer-free-training-more-1353337>
 - Three social media posts on Facebook (3,200 likes) and Twitter (nearly 350 followers) promoting your company or products. You can provide the content or collaborate with our marketing specialist who knows our audience and can maximize your exposure.
 - Event webpage at <http://www.zoomracingusa.com/>
2. Event day marketing:
 - Health & Fitness Expo Booth where you can mingle with our athletes and share about your company personally.
 - Print media at the event
 - Athlete goodie bags
 - Event recognition via the P.A. system at the start of the race



Triathlon Transition Sponsorship Package

Package cost = \$500 per event (package options for multiple races available)

75% of sponsorship must be in cash or in-kind products and/or services that cover specific event costs.

Sponsorship Details:

1. Transition area:
 - Sponsor our transition area. You set the tone with music, signage and a cheering team to show your support to the local community through health and fitness.
 - Scrim banner at the transition area (for triathlons)
2. Digital marketing logo placement:
 - Event email blasts (7,500+ emails with a 20+% open rate & 6+% click through). Samples can be seen at <https://mailchi.mp/b7eb260ed352/discounts-beer-free-training-more-1353337>
 - Three social media posts on Facebook (3,200 likes) and Twitter (nearly 350 followers) promoting your company or products. You can provide the content or collaborate with our marketing specialist who knows our audience and can maximize your exposure.
3. Print marketing
 - Event T-shirt
 - Full page ad in the digital Race Guide. Sample found at <https://www.zoomracingusa.com/guides/>
4. Event day marketing:
 - Health & Fitness Expo Booth where you can mingle with our athletes and share about your company personally.
 - Print media at the event
 - Athlete goodie bags
 - Event recognition via the P.A. system at the start of the race



Food Sponsorship Package

Package cost = Food donation for athlete recovery

Sponsorship Details:

Our athletes need food for recovery after our races. Think a mixture of the three major nutrients: carbs, fats and protein. Let us know what you can contribute and we'll work with you to create a package that matches your donation with the following features available depending on donation level.

1. Digital marketing logo placement:
 - Event email blasts (7,500+ emails with a 20+% open rate & 6+% click through). Samples can be seen at <https://mailchi.mp/b7eb260ed352/discounts-beer-free-training-more-1353337>
 - Three social media posts on Facebook (3,200 likes) and Twitter (nearly 350 followers) promoting your company or products. You can provide the content or collaborate with our marketing specialist who knows our audience and can maximize your exposure.
2. Print marketing
 - Event T-shirt
 - Full page ad in the digital race guide. Sample found at <https://www.zoomracingusa.com/guides/>
3. Event day marketing:
 - Health & Fitness Expo Booth where you can mingle with our athletes and share about your company personally.
 - Print media at the event
 - Athlete goodie bags
 - Event recognition via the P.A. system at the start of the race



Vendor Sponsorship Package



Package cost = \$100-\$150

For \$100 you can have a 10x10 vendor booth area on the day of our event to come chat with our athletes, share information about your company and provide samples or coupons. You provide your own table and chairs for booth.

Amp up your vendor booth for only \$50 by enhancing it with a digital marketing package. For \$150 we'll provide you a booth, a pre and post race post on our Facebook page (3,200 likes) and a shout out in our pre- and post-race emails to get even more out of your vendor experience and greater name recognition.

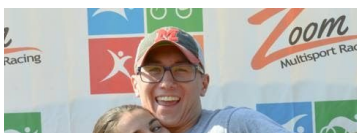
Custom Sponsorship Package

You know your company better than anyone. Don't see what you're looking for? Give us a call and we'll match a package to your goals and budget. We're a local business and it gives us pride to support and promote other local businesses making a difference in our community.

Photo Booth Banner: 100+ Photos taken at the photobooth per event. These are then shared on Facebook and often become racers' profile picture.



In-race photos: Our photographers take more than 1,000 photos each event. We post these on our event page and Facebook page for our athletes to like, post, comment and share. Your logo would appear at the bottom of the photos as in this example.





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What makes Zoom races awesome?

- We partner with local businesses and organizations
- Donate money to local charity or nonprofit groups
- Years of racing, coaching & event planning experience
- Event photography & photo booth
- High-quality event apparel & swag
- Age group and overall awards for all ages
- Pricing options for all budgets
- Professional event timing
- We focus on the athlete experience

Ready to take the next step in sponsorship?

Contact Rebekah Brately at 614-381-2781 or zoomracingusa12@gmail.com.