

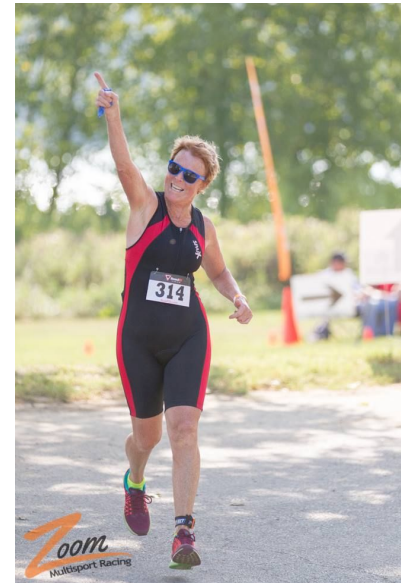


## 2019 Sponsorship for Zoom triathlons and running events

Jan. 1, Pancakes & Resolutions, 1-miler, 5K, 10K, Dayton, Ohio\*  
June 2, Ohio Games Multisport Festival, Columbus, Ohio†  
July 7, Cowan Lake triathlon, Wilmington, Ohio†  
July 20, ½ Way to Christmas half marathon, 1-miler, 5K, 10K, Dayton, Ohio\*  
Aug. 26, Hueston Woods triathlon, College Corner, Ohio†  
Sept. 15, Columbus Triathlon at Alum Creek, Columbus, Ohio†  
Oct. (date pending), 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.

†Part of the Ohio Triathlon Club Cup.



## 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. The our triathlons feature distances including beginner, intermediate (sprint), olympic, and ½ iron distances triathlons, duathlons, aquabikes, aquathlons, open swims, relays and team competitions to attract athletes from around the region.

The **Ohio Triathlon Club Cup** is a team series in which teams of 5 or more athletes race in each of our triathlon distances to accumulate points (in age and gender categories) for their team. At each event the team with the most points gets a trophy, but the team that collects the most points over the series of races wins the cup. Learn more at <http://www.zoomracingusa.com/ohio-team-triathlon-c>

## 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.





**Zoom Multisport Racing, LLC**  
931 Patterson Road, Dayton, OH 45419  
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## 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 precede the race name on race materials and in all race marketing.
3. Digital marketing logo placement:
  - Event email blasts (6,000+ emails with a 20+% open rate & 6+% click through). Samples can be seen at <http://myemail.constantcontact.com/FREE-TRI-Training-Plans--Tips---Tricks-in-Your-Easter-Basket-.html?soid=1110865712300&aid=-FHxzHbh6m8>
  - Facebook & Instagram marketing (100,000+ reach with 3,000+ clicks) found at [facebook.com/zoomracingusa](https://facebook.com/zoomracingusa) & [instagram.com/zoomracingusa](https://instagram.com/zoomracingusa)
  - Event webpage at <http://www.zoomracingusa.com/>
4. Print marketing:
  - The photo booth banner (100+ pictures taken per event)
  - In-race photos (1000+ images shared on Facebook per event). Race photo albums can be seen at [facebook.com/zoomracingusa](https://facebook.com/zoomracingusa).
  - Event T-shirts
  - Full-page ad in the digital Race Guide. Sample found at <http://www.zoomracingusa.com/local/upload/file/16CCAthleteGuidesm.pdf>
  - 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



## 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 (6,000+ emails with a 20+% open rate & 6+% click through). Samples can be seen at <http://myemail.constantcontact.com/FREE-TRI-Training-Plans--Tips---Tricks-in-Your-Easter-Basket-.html?soid=1110865712300&aid=-FHzxHbh6m8>
  - Facebook & Instagram marketing (100,000+ reach with 3,000+ clicks) found at [facebook.com/zoomracingusa](https://facebook.com/zoomracingusa) & [instagram.com/zoomracingusa](https://instagram.com/zoomracingusa)
  - Event webpage at <http://www.zoomracingusa.com/>
2. Print marketing:
  - Event T-shirts
  - Half-page ad in the digital Race Guide. Sample found at <http://www.zoomracingusa.com/local/upload/file/16CCAthleteGuidesm.pdf>
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



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## 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 (6,000+ emails with a 20+% open rate & 6+% click through). Samples can be seen at <http://myemail.constantcontact.com/FREE-TRI-Training-Plans--Tips----Tricks-in-Your-Easter-Basket-.html?soid=1110865712300&aid=-FHzxHbh6m8>
  - Facebook & Instagram marketing (100,000+ reach with 3,000+ clicks) found at [facebook.com/zoomracingusa](https://facebook.com/zoomracingusa) & [instagram.com/zoomracingusa](https://instagram.com/zoomracingusa)
  - 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 (6,000+ emails with a 20+% open rate & 6+% click through). Samples can be seen at <http://myemail.constantcontact.com/FREE-TRI-Training-Plans--Tips---Tricks-in-Your-Easter-Basket-.html?soid=1110865712300&aid=-FHzxHbh6m8>
  - Three social media posts on Facebook (2,400 likes) and Twitter (nearly 300 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 <http://www.zoomracingusa.com/local/upload/file/16CCAthleteGuidesm.pdf>
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 (6,000+ emails with a 20+% open rate & 6+% click through). Samples can be seen at <http://myemail.constantcontact.com/FREE-TRI-Training-Plans--Tips----Tricks-in-Your-Easter-Basket-.html?soid=1110865712300&aid=-FHzxHbh6m8>
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2. Print marketing
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## 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 (2,400 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.

## Sample marketing

**Facebook & Instagram sample ads:** Approximate reach of 5,000 people per month and 500 clicks per ad, which translates to a total campaign reach of 100,000+ and results in 3,000+ clicks.







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**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.



## 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