



## TRIATHLON CLUB

Greater Waterbury YMCA

The largest non-profit triathlon club serving multisport and single sport athletes of all ages and abilities in the Greater Waterbury area



Greetings

The Greater Waterbury YMCA Triathlon Club is the largest and only non-profit triathlon club, serving multisport and single sport athletes of all ages and abilities in and around the Greater Waterbury Area. Our goal is to help our community of athletes embrace the multi-sport lifestyle in a fun, supportive and social environment. Each year, our region hosts two significant race series' - Pat Griskus Sprint and Olympic Triathlon and the Revolution3 Olympic and Half Iron Triathlons - which draw athletes both from around the country and the world.

***Will you consider sponsoring the Greater Waterbury YMCA Triathlon Club for our 2013 season?***

With your support, you will be recognized by a growing number of triathletes who live, work, train and race in Connecticut and beyond. As our sport and our club continue to grow exponentially, so too does the number of athletes, spectators and bystanders who will see the advertising of our sponsors. Club membership is open to all age levels and abilities and provides members with professional coaching and training. Members participate in local, regional and national competitions. The Tri Club also supports a collective spirit of volunteering throughout the region. This year, in addition to volunteering at numerous triathlons, representatives of the Tri Club served as mentors for the Waterbury YMCA's Beginning Runner Program, cycled as a 50 mile rolling press conference to draw attention to the Naugatuck Valley Greenway Trails Project, provided relief to victims of Hurricane Sandy in New York and participated in fundraising events such as the Michael Litwinka Memorial Run 5k.

Of course, there are other reasons to support the Greater Waterbury YMCA Triathlon Club. Not only does your sponsorship promote the Tri Club, it also supports YMCA programming such as the Achieve Kids Triathlon Program and the new LIVESTRONG® at the YMCA cancer support program. The Y is committed to strengthening our community through healthy living, youth development and social responsibility initiatives. As a sponsor, you will be supporting the very fabric of your community!

In the attached flyer, you will find the details of our tiered sponsorship levels for 2013. This is a unique and powerful opportunity because while you are paying for a one-year placement, our members, their friends and families will be wearing these items for years to come! In order to receive all print and apparel benefits, sponsors must be committed by February 22, 2013.

Thank you in advance for considering a partnership with the Greater Waterbury YMCA Triathlon Club. We look forward to hearing back from you shortly! If you have any questions, please contact Chris Hibbs.

Sincerely,

Chris Hibbs, CSCS  
203-754-9622 ext 124  
Health & Wellness Director  
Greater Waterbury YMCA Triathlon Club



**TRIATHLON CLUB**  
Greater Waterbury YMCA

**The Greater Waterbury YMCA Triathlon Club serves multisport and single sport athletes of all ages and abilities in the Greater Waterbury area. The club's goal is to help our community of athletes embrace the multi-sport lifestyle in a healthy, supportive and social environment.**

### **Interesting facts:**

- Our Club members range in age from 13 to 60, with the average being 41 years.
- 91% of our members participated in weekly Club sponsored workouts or events. In addition, our community spirit resulted in 64% of our members joining with other members to train together on their own.
- Our Club is diverse in experience. 34% report the summer as being their first season. 21% report "placing" 1st, 2nd, or 3rd in a race. For 2013, 52% of our members plan to include half or full Iron-man distance triathlon into their season.

### **Did you know?**

- In just 4 short years, our membership grew fourfold to 140 paid members, whose residences span across 20 towns in the region, from Torrington to Bridgeport and from Roxbury to Southington.
- The Greater Waterbury region hosts two significant race series: Pat Griskus Triathlon Series and Revolution 3 Olympic and Half Iron Triathlons. In addition to local athletes, both draw national and international athletes.
- The Y Triathlon Club promotes volunteerism amongst athletes, partnering with local programs and other major local triathlons and road races.

### **Benefits of Sponsorship**

- As a sponsor you are supporting the very fabric of your community! As the most recognized health and wellness organization in the world, the Y is committed to strengthening our community through healthy living, youth development and social responsibility initiatives.
- Sponsorships are for one year terms, however club members, friends and family wear race apparel featuring sponsors for years, which maximizes your support exposure over time.
- Funds from your sponsorship also support the ACHIEVE youth triathlon program and the LIVESTRONG® at the YMCA cancer survivor support program, both provided free of charge to participants.



**TRIATHLON CLUB**  
Greater Waterbury YMCA

## Greater Waterbury YMCA Triathlon Club

### Sponsorship Levels

Sponsor Benefits	Ironman	70.3	Olympic	Sprint
* <b>Prominent</b> placement of company logo or name on all Club race apparel	x			
Company logo and link prominently displayed on Greater Waterbury YMCA website	x			
**Sponsorship ad/logo in YMCA session brochure	x			
Logo placement on all electronic newsletters and communication	x			
Company logo and link on bottom of all web pages of Tri Club website	x	x		
Company logo in all printed Y Tri Club communications	x	x		
* <b>General</b> placement of company logo or name on all Club race apparel	x	x		
Appearance opportunities at one or more club meetings during year	x	x		
Company announcements, sales and events in weekly e-newsletter	x	x	x	
Company name listed on club t-shirt and other non-race apparel	x	x	x	
Logo and link listed under sponsors/discounts section of YMCA Triathlon Club website	x	x	x	x

**\*Declaration of sponsorship must be provided no later than February 22, 2013 for inclusion of the company logo or name on this year's gear orders.**

**\*\*The YMCA session brochure reaches over 70,000 households three times a year in the Greater Waterbury area.**

### Securing your sponsorship:

To have your company logo included on club apparel, declaration of sponsorship and a high resolution logo must be provided by the deadline outlined on the sponsorship agreement to guarantee the company logo or name is included on the club clothing orders for that year.



Sponsoring the YMCA Triathlon Club reflects your company's support of the YMCA values of Healthy Living, Youth Development and Social Responsibility.

You'll be supporting more than just a recreational group—you're partnering with an organization that helps people build confidence, lifelong health and friendships.



**TRIATHLON CLUB**

Greater Waterbury YMCA

# Greater Waterbury YMCA Triathlon Club Sponsorship Form

We are proud to support lifelong confidence, health and friendship in athletes of all ages by sponsoring the Greater Waterbury YMCA Triathlon Club at the following level (please check one):

## Sponsorship Levels

- Ironman Sponsor.....\$2,500 and above
- 70.3 Sponsor.....\$1,500 and above
- Olympic Sponsor.....\$500 and above
- Sprint Sponsor.....\$250 or less/product or discounts only
- Fan of the Tri Club.....\$100

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Your high-resolution logo file is needed! Acceptable file formats: HIGH RESOLUTION Tiff, EPS, or AI file. If an acceptable file is not received by the deadline only your company name will appear in bold font. Please have your company graphics person email it to: [amatthis@waterburymca.org](mailto:amatthis@waterburymca.org)

- Our check is enclosed
- Our check will follow (make checks payable to Greater Waterbury YMCA)

Pay by credit card:  **VISA**  **MASTERCARD**

\_\_\_\_\_  
Card Number Security Code Exp Date

\_\_\_\_\_  
Name on card Signature

**In addition to our sponsorship, we would like to support the club by:**

- Our company or group will have one or more employees participate in the Greater Waterbury YMCA Triathlon club
- Our company/employee would like to volunteer at a race

**Return this form by:  
February 22, 2013 to:**  
Chris Hibbs, Health and Wellness  
Director  
Greater Waterbury YMCA  
136 West Main Street  
Waterbury, CT 06702  
[chibbs@waterburymca.org](mailto:chibbs@waterburymca.org)