



Clarington
Leading the Way



Courtice
Kids of Steel
Triathlon

Sunday
August 22,
2010

**"Providing children and
youth the opportunity
to participate in
multisports in a fun,
friendly and safe
environment"**

Sponsorship package information

Dear Potential Sponsor,

The Courtice Kids Multisport Series presented in 2009 their 3rd Courtice Kids of Steel with 190 athletes aged 3-19. Here are some quick stats on our race in 2009.

- 62% came from right here in Durham Region
- 65 athletes were actually from Clarington others came from as far away as Montreal, Ann-Arbour Michigan and even Hungary and all over Ontario
- 45% took part in their first triathlon
- Over 30 youth were turned away due to not meeting the registration deadline
- Team division run for the first time and won by a group of swimmers from Montreal
- We have the lowest registration fee for all age groups across the entire province and are the smallest Kids of Steel Triathlon in all of Ontario. Something we hope to keep.

A great opportunity to expose your company at an event which now making its mark in Durham Region as the only multisport event focused targeting youth.

Due to the popularity of 2009 we are opening registration to 225 youth for 2010.

Derrick McKay
Race Director
derrick@courticetriathlon.ca
905-434-8004

Your sponsorship donation helps in a number of ways, including:

- Offsetting the cost of registration, making the race more accessible to all youth
- Offsetting the cost of athlete t-shirts, athletes enjoy wearing the race day t-shirts for years to come, with all of our sponsors showcased on the back
- Offsetting the costs of putting on a race, there are many costs including road closures, police support, life guards, pool rental, and additional municipality costs
- Offsets the cost of athlete food on course and post race
- Medals

Your company name will appear on our website 5 months after the event and on our participants t-shirts

Some sponsorship opportunities to consider:

Medals – Your company name exclusively on the finishing medals, \$1,000.00

Water bottles – our triathlon participants will receive a 12oz water bottle, why not have your company logo on the bottle, \$500.00

Volunteer t-shirts – sponsor our hard working and dedicated volunteer team and your logo will appear exclusively on the volunteer t-shirts, \$600.00

Monetary donations – Our race requires monetary donations to aid in the financial logistics of running a race, suggestion donations start at \$250.00.

Product donation – All athletes receive a race kit that contains many items, including products from sponsors. You can include a product donation from your company.

Platinum Package-\$1,500.00 and up in cash or combination of cash (min. \$300) and products (product/service exclusivity)

Gold-\$700.00- \$1499.00 in cash or combination of cash (min. \$200) and products (product/service exclusivity)

Silver-\$300.00 – \$699.00 in cash or combination of cash (min. \$150) and products(product/service exclusivity)

Bronze-\$100.00 – \$299.00 in cash or combination of cash (min. \$100) and products

IN KIND DONATIONS

Products or services with no monetary fund attached. □

(See Below samples of “In Kind” donations”)

Please indicate what product or service your company could donate.

In kind donations can involve any of the following that help the race and organizing committee with this event. Such as, sound equipment rental, printing, office supplies, signage. Your company will be mentioned and thanked publicly at the race and will have logo on the participants t-shirts, flyers, and web site.

Testimonials from 2007

“Volunteers were very well informed and very helpful. A great job for a first event and this event has a future” – **Paul Johnston Head Official Ontario Association of Triathletes. (OAT)**

“The Clarington Kids of Steel Triathlon ran like clockwork and was a testament to the efforts of the organizers. All of the participants and spectators appeared to have a wonderful time as you had created an environment which was challenging yet warm, friendly and rewarding.”

Skip Crosby – Community Services Coordinator, Municipality of Clarington.

“We would be glad to help out again next race season if you are involved again. Thanks for mentioning us in your opening address Sunday morning. I am wearing my T with pride this morning at work.”

Dr. James Hadden, Clarington Chiropractic Clinic

"I just wanted to thank you for letting me help on Sunday. I had a '**fabulous**' time, and only hope the kids felt the same pleasure that I did. Thanks for giving me such a great station... it was wonderful! If nothing changed for the next time, it would continue to be a great organizational success. You thought of everything, had all contingency plans worked out to the max, and made it a wonderful life experience for everyone involved. I really admire your ability to put on such a large venue, and that you do so to advance the sport, the philosophy of life long fitness, and for the pleasure of others. Congratulations on a great success!"

Pat Tribou - Volunteer