

## *Sponsorship Opportunities at Tri-Family Racing*

### **TRI-FAMILY RACING**

Who are we?

- Tri-Family Racing specializes in coordinating multi-sport events for families in Arizona. Events include triathlons (Sprints and several Olympic distance races), duathlons, and 10K runs, etc.
- Tri-Family Racing is one of the few organizations within Arizona that focuses on the family.
- Tri-Family Racing has put together events with everybody in mind since 1999. Events include youth and adult divisions.
- Tri-Family Racing includes an Arizona Sprint Triathlon State championship point series for adults and youth.
- Mark Konietzka, Race Director, teaches Triathlon Training courses at Glendale Community College (Sign up for Spring, Summer or Fall classes by calling GCC at 623-845-3333). Mark also organizes triathlons and is a triathlete himself.

### **TRI-FAMILY RACING FACT SHEET**

- **Tri-Family Racing puts on the largest and most attended pool swim Sprint Triathlons in AZ.**
- Tri-Family organizes/subcontracts approximately 10 sporting events annually.
- Events are typically held in Goodyear, Chandler, Gilbert, Scottsdale, Chino Valley, Phoenix and Glendale etc.
- Number of participants per event ranges approximately 250 to over 1,000. Typically, races consist of the following:
  - 42% male athletes (over 14 years old)
  - 38% female athletes (over 14 years old)
  - 20% youth athletes (up to 14 years old)
- Total people attending events (athletes/family/friends) range from 750 to over 3000.

- Number of athletes participating in events has consistently increased each year. Triathlon is the fastest growing sport in the United States with the “Sprint” being the fastest growing triathlon distance.
- Major sponsors consists of Sports Authority, First Wave Tri, Triple Sports.com, Tri Scottsdale, Xterra Wetsuits, Triathlon Geek, Edge Fitness, Dr. Hoy’s, SportCount, Genuine Innovations, Trader Joes, Carlos O’Brien, Landis Cyclery, Hammer Gel, Adobe Images, M&J Trophies, Starbuck’s Coffee, Ski Pro, Fuel Belt, Camelback Coaching, Triathlete Magazine, TriVillage, Vemma, In Motion Foot and Ankle Specialists, Unwind Therapy, Coffees of Hawaii, Trashy Cat and Glendale Community College.
- Tri-Family Racing has its own web site: [www.trifamilyracing.com/](http://www.trifamilyracing.com/) but also advertises races on Active.com, GetSetAZ.com, Sweat magazine and Fitness in addition to other Regional racing magazines.

## **TRI-FAMILY RACING Sponsorship Opportunities**

- **BASIC EVENT PACKAGE: \$150/event:** Include vendor flyers in event packets, logo on event T-shirts, vendor name mentioned during event and a complimentary race t-shirt.
- **\$195/event:** Same as Basic Event Package above but also includes having a booth **AND** hanging a vendor supplied banner.
- **BASIC ANNUAL PACKAGE: \$750/yr:** Same as Basic Event Package but for all events during a year **AND** includes advertising on Tri-Family website with link to vendor site. Includes 4 complimentary race t-shirts.
- **\$1,100/yr:** Same as Basic Annual Package above and includes booth **AND** hanging a vendor supplied banner at all events during the year.
- **\$750/event or \$5000 per year (every race):** Includes Basic Event or Annual Package, Advertising vendor name for specific event (example: *Vendor name* presents the Tri-Family Racing Scottsdale Triathlon), vendor mentioned 2 to 3 times during events, and entry form advertising. The vendor pricing listed above is a starting point, in some cases merchandise supplied by vendor may take the place of some of the charges.
- **Custom Packages may be available with special pricing for sponsoring multiple events during the year.**

## **CONTACT INFORMATION**

- Joseph Bossaert/Sponsorship Manager: E-mail to [bossaertj@cox.net](mailto:bossaertj@cox.net). or contact by cell phone 602-781-1111.
- Mark Konietzka/Tri-Family Racing Director:  
[www.Trifamilyracing@msn.com](mailto:www.Trifamilyracing@msn.com).