University of California Santa Barbara

Triathlon Team

SPONSORSHIP PACKET
2009-2010

UCSB Triathlon Team

Sponsorship Packet

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Welcome to the University of California, Santa Barbara Triathlon Team!

It is with enthusiasm and excitement that we introduce ourselves, the UCSB Triathlon Team. We look forward to the possibility of working together and winning your support.

We invite you to take a moment to get to know our team and discover ways that we can work together to achieve our common goals.

Your support will be a vital part of our growth as a team.

The UCSB Triathlon Team hopes to develop a long-term relationship with you as an important member of our sponsorship network.

Team Statement

The UCSB Triathlon Team is a competitive club sport team open to UCSB undergraduate, graduates, faculty, and staff.

We honor and carry the legacy of our team and our sport. The UCSB Triathlon Team will continue to pioneer, innovate, and inspire at every level of our sport, in our communities, and beyond.

Get to Know Us

The UCSB Triathlon Team is one of the largest, oldest, and strongest teams in the nation. At USA Triathlon's Collegiate National Championship we consistently place among the top 10 teams in the United States.

Our team has also developed a reputation as a leader and innovator in collegiate triathlon. Former team president Jamie Allison helped create the first Collegiate National Championship in 1988, a race which has grown to incorporate over 1,000 athletes from over 100 schools. In 2005, UCSB team president J. Ritterbeck helped to found the West Coast Collegiate Triathlon Conference. The WCCTC was the first of its kind in the US and the model for subsequent triathlon conferences around the country.

We compete in WCCTC races throughout California. Our season peaks at the USAT Collegiate National Championship. In 2008 and 2009 we placed sixth in the nation out of over 100 teams represented. Led by returning top 20 finishers Kathrine Warren, Lauren Capone, and Zack Paris, we are headed back to Lubbock, Texas for nationals in 2010, where we have set a goal of breaking into the top five.

Each spring we host our own WCCTC race, the UCSB/Kendra Chiota Payne Memorial Triathlon. Our triathlon honors the memory of our teammate, Kendra Payne, and helps keep alive her love of this team and the sport of triathlon. Proceeds from our race help support our team as well as fund a scholarship that benefits young women involved in sport at the University.

Our race is an important part of our team history as well as our major fundraising event. At the same time, as a student run and funded organization our team relies on the support of sponsors and donors like you.

Over the years, with the generosity of our team's sponsors we have been able to make the sport of triathlon accessible to hundreds of interested and talented young athletes.

Athletic Success

While our teammates consistently rank among the top finishers in both collegiate and non-collegiate competition, the following highlights some of our recent notable performances:

2009

6th place overall team, Collegiate National Championships
Two top ten finishers at Collegiate National Championships
3rd place team, West Coast Collegiate Triathlon Conference
4 individual race wins, including WCCTC Championship

2008

6th place overall team, Collegiate National Championship
4th place women's team, Collegiate National Championship
2nd place team, West Coast Collegiate Triathlon Conference

2007

9th place team, Collegiate National Championship
2nd place team, West Coast Collegiate Triathlon Conference

2006

9th place team, Collegiate National Championship
1st place team, West Coast Collegiate Triathlon Conference

2005

11th place team, Collegiate National Championship
5th male overall, Collegiate National Championship

Why Sponsor Us?

The UCSB Triathlon Team represents a unique opportunity for you to be a part of the world of collegiate triathlon!

Exposure

Our team is highly visible in the local community as well as in the sport of triathlon: we practice, race, and volunteer year-round throughout California and across the country. In Santa Barbara County alone we are represented at dozens of events. Your company's logo can be on the apparel worn by our 100+ team members, on our uniforms, cycling kits, and running kits.

Our team and individual team members consistently finish on the podium at races throughout the year, so your company's products and logos will be seen leading the pack.

Santa Barbara was recently ranked as the number five place to live for triathletes by Triathlete magazine (October, 2009). With one of the largest and strongest teams in the nation, we can offer your company valuable exposure to this active community.

Team business

Sponsored discounts drive our athletes' business to your company. Our team benefits from the high quality products that your company provides, and your company benefits from increased sales and exposure to our team. Perhaps most importantly, though, our team represents a demographic of college-aged athletes whose brand loyalty will last long after graduation.

Exposure at our race

At the annual Kendra Chiota Payne Memorial Triathlon there are numerous opportunities for product placement and company visibility. We will be happy to work with you to make our race a valuable marketing venue for your company.

Advertising on our trailer

When traveling to races, we transport and store our bikes in our team trailer. We place our sponsor logos on the trailer so that everyone can see who is supporting our team. It is an excellent opportunity for sponsor exposure both at the race and on the road.

We hope we can work with you to build a sponsorship agreement that will meet both our needs and form a long-term relationship between your company and the team.

Support our Team!

Below you'll find a list containing our range of sponsorship packages. We look forward to working with you to distinguish which level would be the best fit for your organization. We can also be flexible and cater any package to your company's marketing needs.

Supporter

A discount on merchandise up to 40%.

Acknowledgment and logo presence on our team website

Team Sponsor

A contribution in the form of product, service, or financial support up to $1000 annually.

Logo presence on our team website
Advertising at all team events

Bronze Sponsor

A contribution in the form of product, service, or financial support from $1000 to $2,500 annually.

Logo presence on our team website
Advertising at all team events
Your logo on the shoulder of our cycling uniform

Silver Sponsor

A contribution in the form of product, service, or financial support from $2,500 to $5,000 annually.

Logo presence on our team website
Advertising at all team events
Your logo on the upper chest of our cycling uniform
Logo on running uniform

Gold Sponsor

A contribution in the form of product, service, or financial support from $5,000 to $10,000 annually.

Logo presence on our team website
Logo presence on our team bike trailer
Advertising at all team events
Your logo on a rear pocket of our cycling uniform
Logo on running uniform

Platinum Sponsor

A contribution in the form of product, service, or financial support from $10,000 to $20,000 annually.

Logo presence on our team website
Logo presence on our team bike trailer
Advertising at all team events
Your logo on a rear pocket of our cycling uniform
Logo on running uniform
You logo on our race uniform

Title Sponsor

A contribution in the form of product, service, or financial support at or above $20,000 annually.

Logo presence on our team website
Logo presence on our team bike trailer
Advertising at all team events
Your logo as a title sponsor on the front and back of our cycling uniform
Your logo on the leg panels of our cycling uniform
Logo on running uniform
Your logo as the title sponsor on our race uniform

If you would like to discuss the possibility of building a relationship between our team and your business or to ask us any questions, please contact us!

Thank you for your time and consideration.

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