



[www.triangleopenwater.com](http://www.triangleopenwater.com)

## **2012 Sponsorship package**

The 2012 Triangle Open Water Mile Swim Series consists of four one-mile open water swimming races and one two-mile open water swimming race in the Triangle area of North Carolina. The series will finish in September with a new 1.2/2.4 mile swim, location TBD.

Each race will be sanctioned and insured by USA Triathlon, and organized by Finish Strong LLC and One Step Beyond, Inc. Each race includes a 20 minute pre-swim and safety clinic.

In 2011, more than 600 swimmers participated in one or more of our events.

### **2011 entry breakdown:**

5280 Swim – 118 registered swimmers

Jordan Lake Open Water Challenge – 167 registered swimmers

Little Uno one mile swim – 101 registered swimmers (run in conjunction with Big Deuce)

The Big Deuce 2 mile swim – 110 registered swimmers

Nuclear Swim at Harris Lake – 175 registered swimmers

In 2012, we expect our total attendance to rise significantly, due to having established the races as professionally run events and additional exposure.

### **Participant numbers and exposure**

Each swim is limited to 350 total athletes to ensure the safety of participants. We expect between 150 to 350 athletes at each event, including triathletes and US Masters swimming members from the Triangle and surrounding areas. Twelve states were represented in 2011, and ninety percent of swimmers hailed from North Carolina

The race directors will submit timely press releases and results to the local traditional media and social media, and attempt to gain TV and news coverage as is possible.

### **The 2012 tentative race schedule:**

Saturday, May 12 - 5280 Swim at Falls Lake / Beaver Dam Park (250 max)

Sunday, June 17 - Jordan Lake Open Water Challenge (350 max)

Saturday, July 21 – Little Uno and The Big Deuce (350 max)

Saturday, August 18 - The Nuclear Swim at Harris Reservoir (350 max)

Saturday, September 22 – Autumn Open Water Championship (location TBD) (350 max)

Because these events are conducted on State Park or County Park property, we are not allowed to sell or extensively demo products at the race site. A small informational & demonstration booth is acceptable.



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## **Sponsorship Opportunities**

### ***Swim Series Sponsorship – \$2,000***

- Naming rights for the series. “*Your Name Here* Triangle Open Water Mile Swim Series”
- Premier placement of company logo on all event t-shirts (top front or top back of t-shirt)
- Premier placement of company info in email blast to each race participant group pre- and post-race
- Sponsor information included in all race material & e-blasts
- Dedicated space at each race and announcements made during pre- and post-race
- Materials in race packets

### ***Single Event Platinum Sponsorship - \$500***

- Event naming rights for a single event. “5280 Swim at Falls Lake, sponsored by Your Name” in all correspondence and promotions
- Your logo incorporated into the specific race logo design for the front of the t-shirt.
- Material in race packets
- Top placement on event website
- Sponsor information & web links sent to athletes in pre-race event email and post-race event email.
- Dedicated space for a demo tent at the race and sponsor announcements made during pre- and post-race activities

### ***Single Event Gold Sponsorship - \$200***

- 2x2 inch logo on the back of t-shirts
- Logo placement on race event website pages
- Race packet inserts
- Company name, info, & web link included on participant email blasts

### ***Single Event Silver Sponsorship - \$100***

- 1x1 inch logo on the back of t-shirts
- Logo placement on race event website pages
- Race packet inserts
- Non-descriptive link in email blasts



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***Other Sponsorships***

We will consider in-kind sponsorship opportunities on a case-by-case basis.

**Our events are supported by:**

Wake County Parks and Recreation – Harris Lake County Park  
The North Carolina State Parks System – Jordan Lake, Falls Lake  
North Carolina Wildlife Commission  
Carolina Kayakers Club  
Local EMS agencies  
Triangle Aquatic Center Lifeguard Staff

**Charity/Non profit beneficiary**

The series is for the benefit of the Triangle Aquatic Center (TAC), a 501c non-profit organization in Wake County. A portion of net income will be donated to TAC.

The Triangle Aquatic Center's mission: *To build and operate public aquatic facilities for the health, safety, recreation, and competition needs of Triangle citizens and aquatic organizations.*

**About Finish Strong, LLC**

[www.fsseries.com](http://www.fsseries.com)

Finish Strong, LLC is an event production company based in Raleigh, NC. We specialize in triathlons, duathlons, time trials, and running races. The current increase of interest in wellness makes this the right time to organize such a business. We are a professional company, whose focus is a positive experience for everyone involved from the planning to the completion of an event.

**About One Step Beyond Inc**

[www.osbmultisport.com](http://www.osbmultisport.com)

One Step Beyond (OSB) is a multisport coaching company based in Cary, NC. We run a US Masters swim team at the Curran Aquatic Center in Cary. Co-owner Marty Gaal has been competing in open water events since 1986 and he and his wife Brianne are pleased to bring open water competitions to the Triangle area of North Carolina.