



Mackay Triathlon Club
A.B.N 45064561865
P.O BOX 1191
MACKAY 4740
Ph. 0418 185 927
mackaytri@gmail.com
www.mackaytriclub.com.au

30/6/2021

Dear Sponsor,

The Mackay Triathlon Club is a community based non-for-profit organization and our goal is to promote health and fitness in a fun and welcoming atmosphere. We aim to encourage the participation of everyone from 7 year old mini kids, juniors and beginners, weekend warriors and elite athletes. The combination of swimming, cycling and running various distances is unique to triathlons and poses a challenge to competitors as well as an exciting sport to watch for spectators.

As we start to prepare our 2022 Calendar, we are again looking for Naming Rights sponsors for our 4 major events on the calendar. Sponsorships will be renewed from 1/7/2021 and remain current to 30/6/22 (however will cover the events in the 2022 calendar year). This is to enable us to plan for and promote these events and set our calendar in place prior to christmas each year as many events require marketing materials to be designed and pre ordered well before the event dates in 2022. Many Athletes also take the opportunity to plan their race year early in the year so it is important for the club to plan well ahead.

The committee works extremely hard to promote all our events via social media and the results were hugely successful in 2021 with entries doubling those of the previous 5 years.

With that, we are sure that we continue this upwards trend and 2022 will continue to attract enthusiasts to give triathlon a go.

Currently the club has a Facebook following of over 3400, with an average weekly post engagement of over 10,000 during peak major event periods and maintaining 3000-4000 at other times throughout the year.

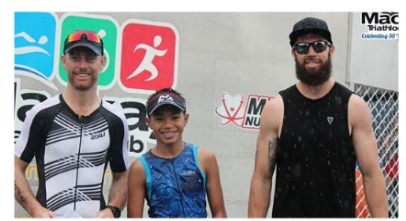
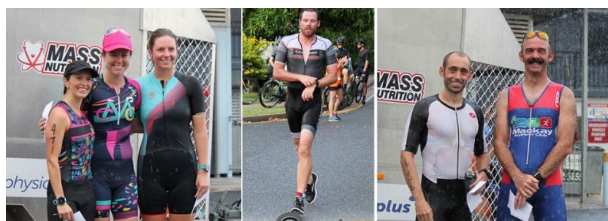
Our 4 Major events are promoted via paid advertising on Facebook and sponsored posts attract an individual reach of 10,000-15,000 each in the weeks leading up each event.

We actively promote weekly club training sessions as well as Club races and other sister club events, continually being active to keep interest high.

We promote our sponsors actively on all 3 of the clubs social media platforms, including the Clubs Festival Facebook page & Instagram account in addition to the Club Facebook page

We have a mixture of club members who compete locally throughout the region and compete at state, national and international events. We have elite members who have qualified for Australian teams and competed at the International Triathlon Union World Age Group Championships from Sprint to Standard distance, as well as Ironman branded 70.3 and 140.6 World Championships. From the beginner to the elite, Mackay has a strong representation on the triathlon scene.

We encourage local businesses to come along and enjoy the great social atmosphere and the skills of our members. Our events focus on participation and improving skills to meet personal goals set by our athletes. Our goal is to make the sport accessible to the whole community and it is only with the support of our members and sponsors that make this possible. We would like to invite you to become a part of the growing popularity of triathlon in Mackay by becoming a club sponsor for the 2021 season. We have put together sponsorship packages that provide for all levels of interest and participation from small businesses to larger corporate entities.



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Mackay Triathlon Club offers a large race calendar for such a small local club.

We offer you the opportunity to join with us to promote health, fitness, fun & Friendship in the great outdoors for everyone. Below is a brief summary of our Major events;

2 x Platinum Naming Rights Events;



Mackay Triathlon Festival - 18th April 2021 - Mackay Harbor

- This event has been running for over 15 years and is the only Standard Distance race on our calendar.
- It attracts over 300 competitors across all levels and also includes 2 shorter distances.
- In 2021, we introduced Duathlon/Aquathlon & Aquabike options in all 3 race distances, Enticer, Sprint & Standard distance.
- Townsville will host the International Triathlon Union 2022 World Age Group Multisport Championships so this year we expect to see a large increase in Athlete numbers aiming to hone their race skills in preparation for the World Championships

Teams Triathlon Relay - 23rd May 2021 - Mackay Recreation & Aquatic Complex

- Our Teams Relay event encourages people from all walks of life to get a team together and each do 1 leg of the triathlon (Swim/Bike/Run).
- This event has attracted over 70 teams and with the event now at the MARC, momentum is continuing to grow and entries are increasing.
- The aim is to promote fun and fitness to the wider community as well as in the workplace
- We have many categories to enter, including Corporate Teams, Mates, Club & Schools. All categories are open to Junior & Adult Teams.
- Bragging rights for the winners is assured

2 x GOLD Naming Rights Events



Sonya Brazil Memorial Women's Only Charity Triathlon-14th Feb 2021 (Mirani Swim Centre)

- In 2022, we celebrate 22 years of this memorial Triathlon
- \$5.00 from every entry is donated to the Mackay Base Hospital Stroke Unit as Sonya's Family's chosen charity.
- We also host a BBQ post event and the proceeds are also donated.
- Women come out in their hundreds to give triathlon a go from all walks of life to celebrate their womanhood in a safe and encouraging environment.
- As we consider this event to be a beginner's event, we allow swim aids for the swim leg to assist those women not so comfortable in the water.
- The Brazil Family attends this event every year to celebrate Sonya's love of triathlon and come together as a family.
- Every Participant receives a custom designed memorial finishers medal

REAL MATES TALK-Mens Only Charity Triathlon-20th June 2021 (Mackay Recreation & Aquatic Complex)

- Held in conjunction with Men's Health week, our inaugural event in 2021 was a smash it.
- \$5.00 from every entry is donated to Real Mates Talk, an organisation that aims to get men talking about their concerns to reduce suicide.
- We aim to promote health, fitness, fun and mate ship to men and boys.
- Fathers can race their sons, work mates can challenge each other
- Every Participant receives a finishers medal

We also host 6 other races throughout the year (Approx 1 race every month) and promote the junior development of the sport through Club Coaching.

Thank you for taking the time to read this letter, and we hope to have your business support us in the upcoming season. The earlier we are able to get our sponsors confirmed, the earlier we can start promoting our 4 Majors via Email & Socials. Your assistance with sponsorship will be greatly appreciated.

Yours Sincerely,

John Platts
 Club President
 0418 185 927
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Sponsorship Levels

Sponsorship	Included Benefits
Platinum \$3,000	<ul style="list-style-type: none"> ▪ Naming Rights to Mackay Triathlon Festival ▪ Your Company Logo on all promotional Material for event ▪ Option to have a trade/promotional Stand at all events ▪ Option to supply promotional items for Athletes at all 4 major events ▪ Option to have Banner Fence advertising at event ▪ Invitation to present awards at Event ▪ 3 Team & 1 Individual Entry to the Mackay Triathlon Festival ▪ 1 Team Entry to the Teams Triathlon Challenge ▪ 1 Team & 1 Individual Entry to all local club races ▪ Recognition on our website with company logo and link to company website ▪ Mention as a sponsor at all calendar events ▪ Recognition in the media as a major club sponsor ▪ Invitation to our annual presentation dinner ▪ Any other terms can be discussed and negotiated
Platinum \$3,000	<ul style="list-style-type: none"> ▪ Naming Rights to the Teams Triathlon Relay ▪ Your Company Logo on all promotional Material for event ▪ Option to have a trade/promotional Stand at all events ▪ Option to supply promotional items for Athletes at all 4 major events ▪ Option to have Banner Fence advertising at Event ▪ Invitation to present awards at the Event ▪ 3 Team Entries to the Teams Triathlon Challenge (Appr ▪ 1 Team Entry & 1 Individual Entry to the Mackay Triathlon Festival ▪ 1 Team & 1 Individual Entry to all local club races ▪ Recognition on our website with company logo and link to company website ▪ Mention as a sponsor at all calendar events ▪ Recognition in the media as a major club sponsor ▪ Invitation to our annual presentation dinner ▪ Any other terms can be discussed and negotiated

<p>Gold \$2,000</p>	<ul style="list-style-type: none"> ▪ Naming Rights to Sonya Brazil Memorial Womens only Charity Triathlon ▪ Or ▪ Naming Rights to Mens Only Charity Triathlon ▪ Your Company Logo on all promotional Material for event ▪ Option to have a trade/promotional Stand at all events ▪ Option to supply promotional items for Athlete Packs at all 4 major events ▪ Option to supply Banner Fence advertising at Event ▪ Invitation to present awards at the Event ▪ 2 Team Entries to the Teams Triathlon Challenge ▪ 1 Team Entry & 1 Individual Entry to the Mackay Triathlon Festival ▪ 1 Team & 1 Individual Entry to all local club races ▪ Recognition on our website with company logo and link to company website ▪ Mention as a sponsor at all calendar events ▪ Invitation to our annual presentation dinner ▪ Any other terms can be discussed and negotiated
<p>Silver \$1,000</p>	<ul style="list-style-type: none"> ▪ Option to have a trade/promotional Stand at all events ▪ Option to supply promotional items for Athlete Packs at all 4 major events ▪ 1 Individual Entry to the Mackay Triathlon Festival ▪ 1 entry to the Teams Triathlon Challenge ▪ Recognition on our website with company logo and link to company website ▪ Monthly shout outs on the Clubs Facebook page ▪ Mentioned as a sponsor at all calendar events
<p>Bronze \$500</p>	<ul style="list-style-type: none"> ▪ Option to have a trade/promotional Stand at all events ▪ Option to supply promotional items for Athlete Packs at all 4 major events ▪ 1 entry to the Teams Triathlon Challenge ▪ Recognition on our website with company logo and link to company website ▪ Monthly shout outs on the Clubs Facebook page ▪ Mentioned as a sponsor at all calendar events
<p>Helping Hand</p>	<ul style="list-style-type: none"> ▪ Donations – vouchers or prizes for random draws, equipment, safety signage, volunteers etc ▪ Acknowledgement at events in which assistance is given ▪ Promotional items to include in Festival athlete race packs



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Sponsorship	Investment		Sponsorship	Investment	
Platinum (Mackay Triathlon Festival)	\$ 3,000.00		Platinum (Teams Triathlon Relay)	\$ 3,000.00	
Gold (Sonya Brazil Memorial)	\$ 2,000.00		Gold (Mens Only Triathlon)	\$ 2,000.00	
Silver	\$ 1,000.00		Bronze	\$ 500.00	
Helping Hand Donations					

Sponsorship Acceptance

Company:

Authorised Person:

Phone:

Email:

Address:

Suburb

Post Code

Signature

Date:

Please scan and email to: mackaytri@gmail.com.

On acceptance of sponsorship Mackay Triathlon Club will send an invoice where payment is appreciated by direct deposit to the clubs' account within 14 days.

Bank: BOQ MACKAY CITY
 Name: Mackay Triathlon Club Incorp
 BSB: 124-001
 Account No: 22820695