



Mackay Triathlon Club
A.B.N 45064561865
P.O BOX 1191
MACKAY 4740
Ph. 0418 185 927

Treasurer@mackaytriclub.com.au
www.mackaytriclub.com.au

1/7/2023

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 2024 Calendar, we are again looking for Naming Rights sponsors for our 4 major events on the calendar. Sponsorships will be renewed from 1/7/2023 and remain current to 30/6/24. Sponsorship will cover the 2024 Calendar of events. 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. 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.

Currently the club has a Facebook following of over 3500, 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.

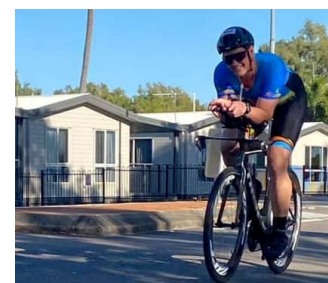
We promote our sponsors actively on all 4 of the clubs social media platforms, including the Clubs Festival Facebook page & Instagram account in addition to the Clubs Facebook and Instagram page.

Our Monthly Newsletter is emailed to over 3500 recipients and this number continues to grow after each event.

We also send out special event emails for our major events to sister clubs throughout Queensland.

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.



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;

PLATINIUM NAMING RIGHTS SPONSORSHIPS

(sponsorship open for 2024-25 2 Year Min)



(sponsorship open for 2024-25-2yr Min)



MACKAY TRIATHLON FESTIVAL

- 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 2023 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
- 2023 also saw our regional event become part of the Triathlon Australia QLD State series. Pre selected as just 1 of 10 races throughout the 2022-2023 season, it attracted participants from Cairns to Brisbane and also NSW & Vic.
- We hope to continue to grow this event to be a must do on the Triathlon Calendar

TEAMS TRIATHLON RELAY

- 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 Mirani Swim Center, 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 encourage all business to enter a team for fun and to promote a healthy work environment for all their employees.
- We have many categories to enter, including Corporate Teams, Mates, Club & Schools. All categories are open to Junior & Adult Teams.
- Prizes are awarded for all categories for All Male, All Female and Mixed teams as well as overall 1st, 2nd and 3rd regardless of gender the composition of the team
- Bragging rights for the winners is assured.

GOLD NAMING RIGHTS SPONSORSHIPS

(sponsorship open for 2024)



WOMENS ONLY TRIATHLON

- In 2024, we celebrate 24 years of this memorial Triathlon
- 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

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,

Stephanie Allen
Club Treasurer
ph: 0407 437 249

www.mackaytriclub.com.au

(sponsorship open for 2023 and 2024)



COME N TRI - Beginners Triathlon

- Our inaugural event in 2021 was a smash it.
- 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
- This event has 2 distances, a shorter enticer distance for beginners and a longer sprint for those that have trained just that little bit more.
- Every Participant receives a finishers medal
- The event is promoted as a beginners race to encourage those not confident in the sport or ocean swimming to get more comfortable with the format of a triathlon
- Every Participant receives a custom designed memorial finishers medal



Mackay Triathlon Club
 A.B.N 45064561865
 P.O BOX 1191
 MACKAY 4740
 Ph. 0418 185 927

Treasurer@mackaytriclub.com.au
www.mackaytriclub.com.au

Sponsorship Levels

	Included Benefits
Platinum \$7,500 p/a	<ul style="list-style-type: none"> ✓ Your Company Logo on all promotional Material for event ✓ Dedicated Face Book event & web page with your logo ✓ 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 ✓ 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 the Event/club sponsor ✓ Monthly shout out on Socials and/or Newsletter ✓ Invitation to our annual presentation dinner ✓ Any other terms can be discussed and negotiated
	<p>Naming Rights to the Mackay Triathlon Festival</p> <ul style="list-style-type: none"> ✓ 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
	<p>Naming Rights to the Teams Triathlon Relay</p> <ul style="list-style-type: none"> ✓ 3 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
Gold \$3,000 p/a	<p>Naming Rights to Sonya Brazil Memorial Womens only Triathlon Or Naming Rights to Come n Tri – Beginner Triathlon</p> <ul style="list-style-type: none"> ✓ Your Company Logo on all promotional Material for event ✓ Dedicated Face Book Event & Web page with logo ✓ 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 ✓ Recognition on our website with company logo and link to company website ✓ Monthly shout out on Socials and/or Newsletter ✓ Mention as a sponsor at all calendar events ✓ Invitation to our annual presentation dinner ✓ Any other terms can be discussed and negotiated. ✓ 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



Mackay Triathlon Club
 A.B.N 45064561865
 P.O BOX 1191
 MACKAY 4740
 Ph. 0418 185 927

Treasurer@mackaytriclub.com.au
www.mackaytriclub.com.au

Silver \$1,000	<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. ✓ Recognition on our website with Medium company logo and link to company website ✓ Monthly shout out on Socials and/or Newsletter ✓ Mentioned as a sponsor at all calendar events. ✓ 1 Entry to the Mackay Triathlon Festival ✓ 1 entry to the Teams Triathlon Challenge ✓ 1 team or solo entry to all other club races 																			
Bronze \$500	<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. ✓ Recognition on our website with small company logo and link to company website ✓ Monthly shout outs on the Clubs Socials and/or Newsletter ✓ Mentioned as a sponsor at all calendar events. ✓ 1 entry to the Teams Triathlon Challenge 																			
In Kind	<p>Goods & Services offered to the club on behalf of your business in Lieu of cash.</p> <p>Race Equipment Needed</p> <ul style="list-style-type: none"> - 1 Weeks hire of 2 x VMS Boards for Mackay Triathlon Festival - 50 bollards for course markers - 100 Large witches' hats - Race Signage (Core flute signs & light weight A-Frames), - Hi viz vests for course marshals at races. - 100m bunting. - Cups for water stations at races (Approx 1000 per year - Bananas and oranges at races, approx. 30 of each per race (more for 4 Major events) <p>Discounts off services to all Mackay Triathlon Club Members</p> <p>Other Services</p> <ul style="list-style-type: none"> - IT support, Graphic design, photography services for races & promotion of races <ul style="list-style-type: none"> ✓ Acknowledgement at events in which assistance is given. ✓ Recognition on our website with company logo and link to company website ✓ Shout out on the Clubs Socials and/or Newsletter prior and post event. ✓ Option to present prizes to athletes at event if they are donated 																			
Athlete Prizes	<p>These can be products or vouchers for services.</p> <table border="1" data-bbox="326 1346 1446 1686"> <thead> <tr> <th colspan="3" style="text-align: center;">Festival Age Groups-Triathlon</th> </tr> <tr> <th style="width: 33%;">Olympic Distance x 12</th> <th style="width: 33%;">Sprint- Overall x 2</th> <th style="width: 33%;">Enticer- Overall x 2</th> </tr> </thead> <tbody> <tr> <td>1st - \$150-\$200 in value each</td> <td>1st - \$75 in value each</td> <td>1st - \$50 in value each</td> </tr> <tr> <td>2nd - \$75-\$150 in value each</td> <td>2nd - \$50 in value each</td> <td>2nd - \$30 in value each</td> </tr> <tr> <td>3rd - \$50-\$75 in value each</td> <td>3rd - \$30 in value each</td> <td>3rd - \$20 in value each</td> </tr> </tbody> </table> <table border="1" data-bbox="326 1535 1446 1686"> <thead> <tr> <th style="text-align: center;">Annual Club Championships</th> </tr> </thead> <tbody> <tr> <td>Overall Club Champions x 2 - \$200 in value</td> </tr> <tr> <td>Overall Runner Up Club Champions x 2 - \$150 in value</td> </tr> <tr> <td>Age Group Champions x 16 - \$75-\$100 in value</td> </tr> </tbody> </table> <ul style="list-style-type: none"> ✓ Acknowledgement at events in which assistance is given. ✓ Recognition on our website with company logo and link to company website ✓ Shout out on the Clubs Socials and/or Newsletter prior and post event. ✓ Option to present prizes to athletes at event if they are donated 	Festival Age Groups-Triathlon			Olympic Distance x 12	Sprint- Overall x 2	Enticer- Overall x 2	1 st - \$150-\$200 in value each	1 st - \$75 in value each	1 st - \$50 in value each	2 nd - \$75-\$150 in value each	2 nd - \$50 in value each	2 nd - \$30 in value each	3 rd - \$50-\$75 in value each	3 rd - \$30 in value each	3 rd - \$20 in value each	Annual Club Championships	Overall Club Champions x 2 - \$200 in value	Overall Runner Up Club Champions x 2 - \$150 in value	Age Group Champions x 16 - \$75-\$100 in value
Festival Age Groups-Triathlon																				
Olympic Distance x 12	Sprint- Overall x 2	Enticer- Overall x 2																		
1 st - \$150-\$200 in value each	1 st - \$75 in value each	1 st - \$50 in value each																		
2 nd - \$75-\$150 in value each	2 nd - \$50 in value each	2 nd - \$30 in value each																		
3 rd - \$50-\$75 in value each	3 rd - \$30 in value each	3 rd - \$20 in value each																		
Annual Club Championships																				
Overall Club Champions x 2 - \$200 in value																				
Overall Runner Up Club Champions x 2 - \$150 in value																				
Age Group Champions x 16 - \$75-\$100 in value																				



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

Sponsorship	Investment		Sponsorship	Investment	
Platinum (Mackay Triathlon Festival)	\$ 5,000.00 P/A		Platinum (Teams Triathlon Relay)	\$ 5,000.00 P/A	
Gold (Womens Only Triathlon)	\$ 3,000.00 P/A		Gold (Mens Only Triathlon)	\$ 3,000.00 P/A	
Silver	\$ 1,000.00 P/A		Bronze	\$ 500.00 P/A	
In Kind Sponsorship Note that the club will use any donations at its discretion throughout the race year July-June	Total Value	Details of Products / Services offered-please be specific for marketing purposes (ie, Number of and value of each)			

Sponsorship Acceptance

Company:			
Authorised Person:		Phone:	
Email:			
Address:			
Suburb		Post Code	
Signature		Date:	

Please scan and email to: treasurer@mackaytriclub.com.au

On acceptance of sponsorship Mackay Triathlon Cub will send an invoice where full payment is appreciated by direct deposit to the clubs' account within 14 days. Sponsorship is not in effect until full payment is made.

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