



MACKAY
TRIATHLON CLUB
Celebrating 38 years



2025 - 2026

SPONSORSHIP PROPOSAL

Be part of an exciting journey
toward health and community spirit
by sponsoring our regions Triathlon
Club!

Info@mackaytriclub.com.au

www.mackaytriclub.com.au

ABOUT OUR CLUB



Founded in 1988, Mackay Triathlon Club is one of Queensland's oldest, most established and active Triathlon & Multisport clubs.

We are a not-for-profit organisation run entirely by volunteers, dedicated to delivering high-quality events, training programs, and pathways for athletes of all ages and abilities.

We proudly deliver one of the largest annual race calendars of any not-for-profit triathlon club in Australia, with 10+ events spanning pool-based beginners' races through to the major Annual Mackay Triathlon Festival.

Our calendar attracts participants from across Queensland & Australia, boosting tourism and showcasing our reef-to-rainforest region as a sporting destination.

As a not-for-profit, we rely heavily on community partnerships, sponsorship, and grant funding to make these events possible. Entry fees alone do not cover the cost of equipment, safety requirements, professional services, and venue hire. It is the support of our sponsors and funding partners that ensures we can continue to provide safe, inclusive, and professionally delivered events year after year.

Beyond racing, our club plays a vital role in the Mackay community by:

- Encouraging healthy, active lifestyles
- Creating pathways for juniors, beginners, and women in sport
- Supporting local companion Clubs such as swimming, cycling, running and Surf Clubs through our volunteer support efforts
- Attracting visitors to the region through sport tourism
- Ensuring we utilise local business's to support club activities
- Raising funds for local Charities including, Mackay Hospital foundation, Trudy Crowley Foundation and Ronald McDonald House Northern Region through entry fees, BBQ's and personal Athlete fundraising.

When you partner with Mackay Triathlon Club, you are not just supporting local sport – you are investing in community wellbeing, inclusivity, and the promotion of our region on a wider stage.

WHAT WE OFFER



Mackay Triathlon Club supports beginners, juniors, and seasoned athletes alike.

FREE Member Training

- We offer our members FREE weekly Group Training Sessions run by club funded Volunteer coaches who are Triathlon Australia Accredited to support beginners with Swim, Bike and Run Skills
- We also host Weekly Sunday sessions comprising of a beginners bike ride, a short run and finishing off with Open water/Ocean swimming for members & non members to come and see what Triathlon is about, followed by a optional meet and greet Breakfast.
- Monthly \$100 Members draw each time members attend training

Event-Specific Programs

- Festival Training Program: Structured coaching leading into the Mackay Triathlon Festival
- Club Race Prep Programs: Tailored blocks for all our Club Races
- Regional Event Prep: Training groups for iconic events like the River to Reef Ride, Airlie Beach Triathlon and more

Women's Only Training Program

Our 6-week Women's Only Signature Training is a club highlight, designed to support beginners in the lead-up to our Annual Women's Only Triathlon. Supported by local Professional coaches and businesses, this initiative builds skills, friendships, and confidence.

Club Championships

Members earn points at our local races towards our Member Age Group Championship Series. Winners and runners-up in each age group receive exclusive Mackay Tri Club merchandise, celebrating consistency, participation, and achievement.

WHAT WE OFFER



As we prepare for the 2025/26 season, we are excited to offer Annual sponsorship opportunities as well as NAMING RIGHTS Sponsorship to our four major events. By partnering with us, your business will gain exposure to our engaged audience of 3900+ followers on Facebook, with an average weekly post engagement exceeding 17,000 during peak event periods. Additionally, our sponsored posts reach 20,000–25,000 individuals in the weeks leading up to each event, providing valuable brand visibility.

We are committed to showcasing our sponsors across all our social media platforms, including Facebook, Instagram, along with our monthly newsletter with over 3500 recipients and our website. Moreover, we actively promote our events to sister clubs throughout Queensland, expanding our reach and promoting your brand to a wider audience.

The Mackay Triathlon Club offers a variety of sponsorship packages tailored to suit businesses of all sizes. From Platinum Naming Rights sponsorships for our flagship Mackay Triathlon Festival & our unique Teams Triathlon Relay, to our Beginner friendly Women's Only Triathlon and Come N Tri beginners' event, we also have Annual packages of Gold, Silver & Bronze so there are opportunities for every level of involvement.

By becoming a sponsor, you will not only support the growth of triathlons in Mackay but also align your brand with our values of health, fitness, and community engagement.

Together, we can make a positive impact and create memorable experiences for our members and participants.

OUR EVENTS



Australia Day
AUSSIE
AQUATHLON
MACKAY TRIATHLON CLUB

NORTH QLD
Games
MMXXVI MACKAY

SPRINT TRIATHLON
MACKAY TRIATHLON CLUB

MACKAY
TRIATHLON
Festival

Womens Only

TRIATHLON
MACKAY TRIATHLON CLUB


SEAFORTH
TRIATHLON
MACKAY TRIATHLON CLUB

COME TRI
BEGINNERS TRIATHLON
MACKAY TRIATHLON CLUB

Swim. Bike. Run

SARINA
TRIATHLON
MACKAY TRIATHLON CLUB

Teams
Triathlon
Relay

MACKAY TRIATHLON CLUB


SUMMER SERIES
DUATHLON
MACKAY TRIATHLON CLUB


EIMEO TRI
MACKAY TRIATHLON CLUB

SPONSORSHIP PACKAGES



INCLUSIONS	GOLD	SILVER	BRONZE	IN KIND
1 TEAM or SOLO Entry to all Club Races (Excl FESTIVAL, TEAMS RELAY, NQ Games)	★	★		
1 TEAM Entry to the Mackay Triathlon Festival	★	★		
1 SOLO Entry to the Mackay Triathlon Festival	★	★		
1 TEAM Entry to the Teams Triathlon Relay	★			
Mention as a sponsor at all calendar events	★	★	★	✓
Monthly shout out on Socials and/or Newsletter	★	★	★	✓
Recognition on our website with company logo and link to company website	★	★	★	✓
Option to supply promotional items for Athlete Packs at all 4 major events	★	★		
Option to have a trade/promotional Stand at all events	★			
Option to have a trade/promotional Stand at all 4 Majors	★	★		
Invitation to our annual AGM & Club Champions Awards Night	★			
Any other Inclusions can be discussed and negotiated	★	★	★	✓

Bronze
Package Price:
\$500

Silver
Package Price:
\$1000

Gold
Package Price:
\$1500



NAMING RIGHTS PACKAGES



All the Benefits of Annual Gold Package+

- Your Name incorporated into the Event Logo
- Dedicated Face Book event & web page with your logo
- Your Company Logo on all promotional Material for event
- Option to have Banner Fence advertising at event.
- Invitation to Event Launch
- Invitation to present awards at the Event
- 1 Team & 1 Solo Entry to all local club races

FESTIVAL

- 3 Team or Solo Entries to the Mackay Triathlon Festival
- 1 Team Entry to the Teams Triathlon Relay

TEAMS RELAY

- 3 Team Entries to the Teams Triathlon Relay
- 1 Team or Solo Entry to the Mackay Triathlon Festival



All the Benefits of Annual Gold Package+

- Your Name incorporated into the Event Logo
- Dedicated Face Book event & web page with your logo
- Your Company Logo on all promotional Material for event
- Option to have Banner Fence advertising at event.
- Invitation to present awards at the Event
- 1 Team & 1 Solo Entry to all local club races
- 2 Team Entries to the Teams Triathlon Relay
- 1 Team Entry & 1 Individual Entry to the Mackay Triathlon Festival
- other event naming rights can be negotiated



In-Kind Items

- 1 Weeks hire of 2 x VMS Boards for Mackay Triathlon Festival
- 200m temp fencing for Mackay Triathlon Festival
- Cups for water stations at races (Approx 1000 per year)
- Ice, Fruit, Electrolytes, Carbohydrate gels for race day aid stations and athlete recovery area
- Prize donations for Athlete Prizes or random Draws at Major Events;
 - Vouchers or free trial passes (gyms, physios, massage, cafés, apparel, nutrition items)
 - Branded Towels, Sporting items for triathletes, water bottles,
- Co branded event merchanside(towels/shirts/caps/biddons)
- Design, Marketing, advertising or printing services
- 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
- Dependent on value of donation, other benefits can be negotiated

FESTIVAL

Platinum

(GOLD/SILVER Available on request)

\$10,000

TEAMS RELAY

Platinum

(GOLD/SILVER Available on request)

\$5,000

WOMENS ONLY or

COME-N-TRI

Platinum

(GOLD/SILVER Available on request)

\$3,000



OUR CONTACTS



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