



MACKAY TRIATHLON *Festival*



19th & 20
SEPTEMBER, 2026

SPONSORSHIP PROPOSAL

Be part of an exciting journey toward health and community spirit by sponsoring our regions only Triathlon & Multisport Festival!

MACKAY TRIATHLON *Festival*

ABOUT THE EVENT



The Mackay Triathlon Festival is our regions premier Triathlon and Multisport event. Held annually each September since 1984 around the picturesque Mackay Harbour. Organised by the Mackay Triathlon Club, this two-day festival celebrates athleticism, community spirit and the tropical beauty of the region from reef to rainforest.

The festival offers a diverse range of events catering to all ages and skill levels, including triathlon, duathlon, aquathlon, aquabike, ocean swims, and a fun kids' triathlon. The event culminates with the Standard Distance Triathlon, challenging participants with a 1.5km swim, 40km bike ride, and 10km run.

With a focus on inclusivity, the festival welcomes everyone from first-timers to seasoned athletes to test their endurance in a supportive, high-energy atmosphere. Beyond the racecourse, the event fosters community engagement and supports charitable causes, such as the Ronald McDonald House Charities – Northern Region .

The Mackay Triathlon Festival not only promotes health and fitness but also showcases the region's commitment to community and resilience, making it a standout event in the Australian sporting calendar attracting participants nationwide.



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ABOUT US

The Mackay Triathlon Club, established in 1988, is a vibrant, community-driven not-for-profit organisation dedicated to promoting health, fitness, and fun through the dynamic sport of triathlon. Whether you're a junior, a first-timer, a weekend warrior, or chasing the podium, the club offers a welcoming environment for all .

Over its 38-year history, the club has grown into a cornerstone of the Mackay sporting community, offering a diverse calendar of events and training opportunities.

The club hosts multiple **Free** training sessions per week run by Triathlon Australia certified coaches allowing beginners to learn from experienced athletes the skills, tips and tricks to make race day fun and rewarding.

With a dedicated leadership team and a passion for inclusivity, the Mackay Triathlon Club continues to inspire individuals to embrace an active lifestyle and achieve their personal bests.

The club relies on donations from annual club sponsors, grants and event sponsorship to deliver events and coaching free to members and at cost to non members whilst also maintaining and upgrading essential race equipment.

EVENT ORGANISATION



STEPHANIE ALLEN

President
Race Director



JESS HAYWARD

Vice President
Sponsorship Coordinator

MACKAY TRIATHLON Festival

EVENTS

Saturday 19th September

OCEAN SWIM 500m anything goes, 1km, 2km

KIDS TRIATHLON Swim, bike and run fun for kids aged 5 to 11 years, bike and run are on footpaths adjacent and surrounding the event precinct, also includes multisport options

Sunday 20th September

1st \$750 - 2nd \$500 - 3rd \$250

OPEN CATAGORY PRIZEMONEY

STANDARD TRIATHLON

EVENT

DISTANCE

TRIATHLON

Standard - 1500m Swim, 40km Bike, 10km Run

Sprint - 750m Swim, 20km Bike, 5km Run

Enticer - 300m Swim, 10km Bike, 2km Run

DUATHLON

Standard - 5km Run, 40km Bike, 10km Run

Sprint - 2km Run, 20km Bike, 5km Run

Enticer - 2km Run, 10km Bike, 2km Run

AQUABIKE

Standard - 1500m Swim, 40km Bike

Sprint - 750m Swim, 20km Bike

Enticer - 300m Swim, 10km Bike

AQUATHLON

Standard - 1500m Swim, 10km Run

Sprint - 750m Swim, 5km Run

Enticer - 300m Swim, 2km Run

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SPONSORSHIP PACKAGES

GOLD Package

Includes all Bronze & Silver benefits, plus:

- Premium recognition across Mackay Triathlon Club & Festival social media and website
- Priority marquee placement on the finish chute on race days
- 3 individual or Team race entries to any Festival event
- Logo featured on digital race packs and entry confirmation emails & Race wrap up video
- Option to include promo items in athlete race packs
- Option to display branded signage along the course or transition zone
- Invitation to post-race media/photo opportunity

SILVER Package

Includes all Bronze benefits, plus:

- Marquee space on the finish chute on race days
- 2 individual or Team race entries to any Festival event
- Logo inclusion on athlete briefings and digital maps
- Opportunity to include flyers or product samples in race packs
- Photo thank-you post featuring your team or brand on race day

BRONZE Package

- Recognition on Mackay Triathlon Club & Festival social media and website
- 1 individual or Team race entry to any Festival event
- Verbal mention at race briefings and presentations
- Marquee space on race day
- 1 individual race entry to any Festival event
- Business name included in digital race booklet
- Post-event thank-you post on social media

In-Kind Items

- Ice, Fruit, Electrolytes, Carbohydrate gels for race day aid stations and athlete recovery area
- Prize packs for Highest Fundraisers and Volunteer random draw (Approx. value \$250 each)
- Prize donations for Athlete random Draws at Event Presentations both days;
 - Vouchers or free trial passes (gyms, physios, massage, cafés, apparel, nutrition items)
 - Branded Towels, Sporting items for triathletes, water bottles,
- Benefits based on value of goods & services provided

Bronze
Package Price:
\$10000

Silver
Package Price:
\$15000

Gold
Package Price:
\$20000



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MACKAY TRIATHLON CLUB

OUR CONTACTS



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