



MACKAY TRIATHLON *Festival*



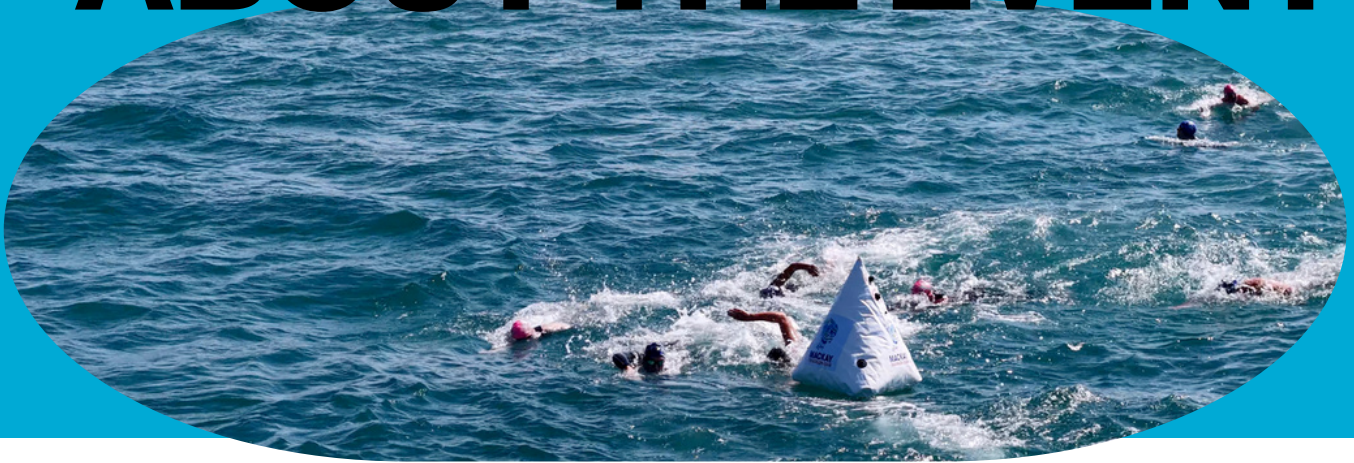
19th & 20
SEPTEMBER, 2026

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



SPONSORSHIP PACKAGES

INCLUSIONS	PLATINIUM	GOLD	SILVER	BRONZE
Logo integrated into event logo				
Logo on official Event webpage as	Naming Rights	Major		
Recognition on MTC Sponsor webpage				
Logo on Event MTF social media imagery				
Recognition on MTF social media				
Logo on digital course maps				
Logo on entry confirmation emails	Priority	Premium	Medium	Small
Logo on Event Media Wall	Priority	Premium	Medium	Small
Race entries included	4	3	2	1
Logo on athlete briefing email	Naming Rights	Large	Med	Small
Athlete Race pack inserts (standard)				
Premium promo items in athlete race packs				
Course signage options (Bow flags, Mesh Fence banners)	Priority Finish Chute	Premium Finish Chute	Transition Fencing	Transition Fencing
Media/photo opportunity invite to podium				
Marquee space	Priority Finish Chute	Premium Finish Chute	Finish Chute	Standard
Verbal mention at athlete briefings				
Post-event thank-you posts	Photo Feature			
Logo in race wrap-up videos	Priority Placement	Premium Placement		
Custom exposure options				

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SPONSORSHIP PACKAGES



PLATINIUM

Package Price:

\$10,000



GOLD

Package Price:

\$5,000



SILVER

Package Price:

\$2,000



BRONZE

Package Price:

\$1,000

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, water bottles and other Sporting items for triathletes
- Benefits based on value of goods & services provided



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MACKAY TRIATHLON CLUB

OUR CONTACTS



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