

# SPONSORSHIP PACKET

First Class Marketing
First Class Events



# Bayou City Triathlon Series



Bayou City Triathlons is the premier triathlon company in the Houston area and is one of the top 10 triathlon production companies in the country.

Since 2009, BCTS events have attracted over 4500 athletes annually from all over the world with more than 1,000 cities in 30 states and 7 countries.

The series features four confirmed events in 2020. We are actively seeking prospects for additional future events.

New this year, we will host a new Youth Tri & Youth/Adult Aquathon at the Gleannloch Farms neighborhood in Spring, TX, on March 28; and another at the Balmoral community in Humble, TX, on May 17.

The Sylvan Beach Tri & Du returns to La Porte on June 7, and the Cypress Tris & Trails Fest returns to Bridgeland on July 25.

# Sponsor Benefits



Category Exclusivity: Keep the competition at bay, and be the only BCTS sponsor in your category.

**Event Booth:** Set up a 10x10 tent to offer your services and/or products, meet our athletes face-to-face.

**Comped Entries:** Get free entries to our races.

**On-sight signage:** Display your signs throughout the event venue on race day.

Logo on swag: Your logo will be printed on select BCTS swag.

**Collateral in athlete packets:** Place your inserts in the packets that all of our athletes must pick-up for race day.

**Press Release:** A formal press release is posted online and sent to Houston-area media outlets.

**Social Media announcement:** Your sponsorship is announced via BCTS social media platforms.

**Advertisements:** Have a promotion in mind? Advertise directly to our email subscribers and social media followers. BCTS sends a Sponsored Email promotion out to subscribers, and social media posts on your behalf.

Logo included in event-specific e-blasts: Your logo will appear on our website, social media and email.

See Sponsorship levels for logo placement on swag, banners et al.

# **Event Details**





### 2020 is the inaugural event for this race.

Taking place in the
Equestrian Estates of the
Gleannloch Farms
neighborhood in
Spring, TX,
the Aquathon features a
unique (pool swim)
Adult Swim/Run/Swim/Run
for the adults and a
Youth Triathlon for the
kids.



### 2020 is the inaugural event for this race.

Taking place in the
Balmoral Neighborhood in
Humble, TX, the
Aquathon consists of a
Swim/Run/Swim/Run for
the adults and a Youth
Triathlon for the kids.

The two-acre Crystal
Clear Lagoon serves as
the crowning attraction at
Balmoral and beckons
residents to unwind in its
sparkling blue waters.



### The Sylvan Beach Triathlon & Duathlon

Legendary in the Houston area, this event offers a beach start and finish, a beach party & a fun speedo challenge.

The event includes a Sprint Triathlon, an Olympic Triathlon and a Duathlon.



### The Cypress Tris & Trails Fest

A weekend-long event that features Adult Sprint & Youth Triathlons, a Doggie Splash'N Dash, a Trail Run and a Mountain Bike Cross-Country race.

The Cypress Triathlon is USA
Triathlon's largest South
Midwest Region stand-alone
Sprint Triathlon and is the
series' longest running event.

# Sponsorship Levels Breakdown



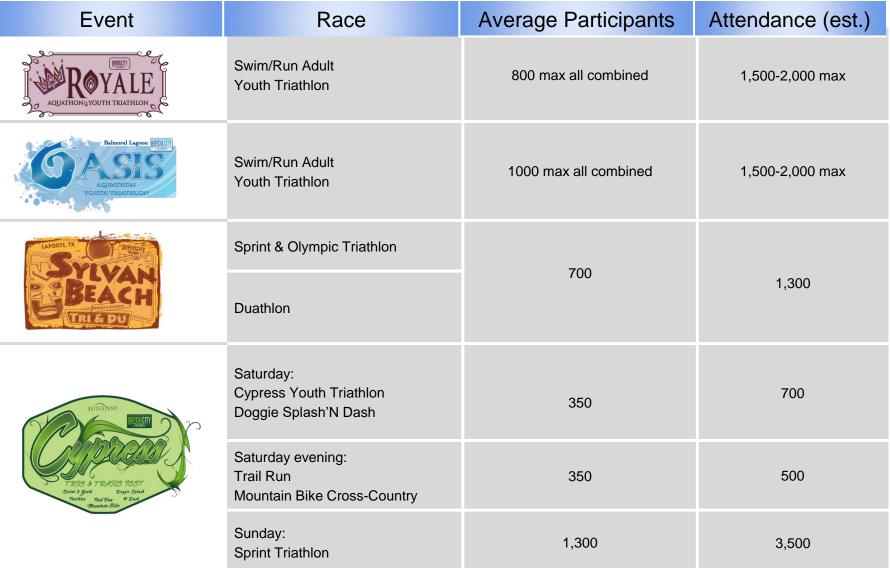
In-site

Print

	Sponsor Benefits	Booth Only	Participating	Supporting	Presenting	Title
	Logo inclusion				✓	(Included as a part of race logo design itself)
	Category Exclusivity	√for higher price	√for higher price	√for higher price	✓	✓
	Event Booth (10' x 10')	✓	✓	<b>√</b>	<b>√</b> x2	<b>√</b> x3
	Comped Entries			<b>√</b> x3	<b>√</b> x5	<b>√</b> x10
	On-site signage		✓	✓	✓	✓
	Logo on swag			✓	✓	✓
	Collateral in athlete packets		✓	✓	✓	✓
	Press release					✓
	Email/Social media announcement			✓	✓	✓
	Social media advertisements		√for higher price	<b>√</b> x1	<b>√</b> x3	<b>√</b> x6
	Big List e-blast			<b>√</b> x1	<b>√</b> x2	<b>√</b> x4
	Logo included on event webpage and event-specific e-blast	<b>√</b>	✓	✓	✓	✓

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# Attendance







# Demographics Breakdown







2020 is the inaugural event for *Royale Aquathon* & Youth Triathlon, as well as the Oasis Aquathon & Youth Triathlon, by Balmoral Lagoon.

Historical data is not available. About 800 athletes are expected.



#### Sylvan Beach TRI

35% Female 65% Male 98% Houston Area Residents



#### Cypress Tri Demographics

34% Female66% Male98.4 Houston Area Residents

#### **Cypress Trails Combined**

98% Houston Area Residents

#### Cypress Trail Run

48.4% Women 51.6% Men

#### Cypress MTB

20% Women 80% Men



#### **Online Marketing**

(as of Oct. 2019)

#### **Email List**

44,100 Contacts

#### **Facebook Business Page**

13,872 Followers13,933 Page Likes51% Women49% Men934 Facebook Private GroupMembers

#### Instagram

1,285 Followers

# Sponsorship pricing estimates



RACE	Booth Only	Participating	Supporting	Presenting	Title
Bayou City Tri Series (all)	\$2,400	\$8,000	\$12,000	\$20,000	\$35,000
Royale Aquathon & Youth Triathlon	\$600	\$1,000	\$2,000	\$2,500	\$5,000
Oasis Aquathon & Youth Triathlon at Balmoral Lagoon	\$600	\$1,000	\$2,000	\$2,500	\$5,000
Sylvan Beach Triathlon	\$600	\$2,500	\$3,000	\$5,000	\$10,000
Cypress Tris & Trails Fest	\$600	\$3,500	\$5,000	\$10,000	\$15,000



### Community Involvement



#### **Bayou City Tri Series Giving Challenge**

Bayou City Triathlon Series believes in giving back to the local community. We are excited to partner with Reason2Race to bring their amazing fundraising program to our athletes. The BCTS Giving Challenge, powered by Reason2Race, is a platform for our athletes to raise funds for the charity of their choice by doing what they love, racing!

- Since 2012, 294 BCTS athletes have collectively raised over \$506,000
- BCTS awards a prize purse distributed to the charities of top fundraisers

bayoucitytriseries.com/charity

