



BAYOU CITY™

★ TRI SERIES ★

2022
SPONSORSHIP
PACKET

Bayou City Tri Series



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

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

The series features three confirmed events in 2022. We are actively seeking prospects for additional future events.

The line up for 2022;

The Sylvan Beach Tri, Du and Paratriathlon returns to La Porte on May 15th.

Cypress Tris & Trails Fest returns to Bridgeland on July 23-24 and 30th.

Lago Mar Aquathon is the newest addition in the exclusive Texas City neighborhood of Lago Mar in a crystal clear lagoon on August 20th-21st.

Sponsor Perks

Category Exclusivity: Rise above the competition and be an exclusive 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 with generous discounts for all staff.

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.

Digital Marketing: Your sponsorship is announced and highlighted through out the BCTS platforms (email, social media).

Co-marketing: Have a promotion you want to share? 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.



2022 Event Details



Sylvan Beach Tri, Du & Paratriathlon

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

The event includes a Sprint & Olympic Triathlon and Duathlon.

This race is 1 of only 5 races in the USAT Paratriathlon Development Series Race!



Cypress Tris & Trails Fest

A multi-sport celebration that has grown into a 2 weekend-long event!

Adult Sprint Triathlon
Youth Triathlon
Doggie Splash'N Dash,
Trail Race & a
Mountain Bike Race.

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



Lago Mar Aquathon

2021 was the inaugural event for the newest race for the series.

Taking place in the Lago Mar Neighborhood in Texas City, TX, the Aquathon consists of a Swim/Run/Swim/Run for the adults and a Youth Triathlon for the kids. This year host a 5k/10.

The 12-acre Crystal Clear Lagoon serves as the crowning attraction at Lago Mar and beckons residents to unwind in its sparkling blue waters.

This year the race will co-inside with LagoonFest Texas, which even furthers the exposure to residents and visitors not participating in our event, but there for fun!



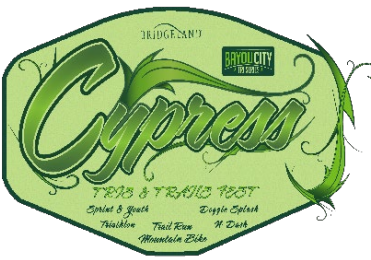
Sponsorship Levels



	Sponsor Benefits	Booth Only	Participating	Supporting	Presenting	Title
On-site	Logo inclusion				✓	✓
	Category Exclusivity	(Add on)	(Add on)	(Add on)	✓	✓
	Event Booth (10' x 10')	✓	✓	✓	✓ x2	✓ x4
	Comped Entries			✓ x3	✓ x5	✓ x10
Print	On-site signage		✓	✓	✓	✓
	Logo on swag			✓	✓	✓
	Collateral in athlete packets		✓	✓	✓	✓
	Press release					✓
Digital	Email/Social media announcement		✓	✓	✓	✓
	Social media promotional share		(Add on)	✓ x1	✓ x3	✓ x6
	Email Inclusion			✓ x1	✓ x2	✓ x4
	Logo included on event webpage and event-specific e-blast	✓	✓	✓	✓	✓

Attendance



Event	Race	Average Participants	Attendance (est.)
	Aquathon Youth Triathlon 5k/10k run	400	800-1,000
	Paratriathlon	100	150-200
	Sprint & Olympic Triathlon	1,300	2,000
	Duathlon		
	Cypress Youth Triathlon Doggie Splash'N Dash	450	800
	Adult Sprint Triathlon	1,600	3,500
	Sunday: Sprint Triathlon	1,300	3,500



An average of 350 triathletes complete the entire series!

Demographics



CRM
28,300 Contacts

Facebook Business Page

14,141 Followers
14,164 Page Likes
51% Women
49% Men
1K Private Group Members

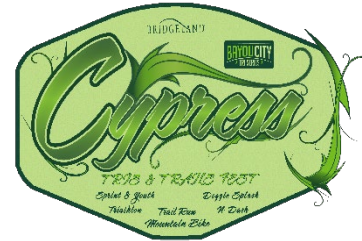
Instagram

1,285 Followers
(New Account Build In Process)



Sylvan Beach Tri, Du & Paratriathlon

35% Female
65% Male
98% Houston Area



Cypress Tris & Trails Fest

34% Female
66% Male
98% Houston Area

Cypress Trails Combined

92% Houston Area

Cypress Trail Run

48.4% Women
51.6% Men

Cypress MTB

20% Women
80% Men



Lago Mar Aquathon

2021 was the inaugural event for Lago Mar Aquathon. Historical data is not available.

About 600 athletes are expected.

Sponsorship Pricing Estimates



Together we will customize a package for your company needs.

RACE	Booth Only	Participating	Supporting	Presenting	Title
Bayou City Tri Series (all)	\$3,500	\$8,000	\$15,000	\$20,000	\$35,000
Lago Mar Aquathon Youth Triathlon 5k/10k	\$500	\$1,000	\$1,500	\$2,500	\$5,000
Sylvan Beach Tri, Du & Paratriathlon	\$600	\$1,500	\$2,000	\$2,500	\$5,000
Cypress Tris & Trails Fest	\$1,000	\$4,000	\$5,000	\$10,000	\$17,000
Cypress Tris & Trails Fest One Weekend Only	\$800	\$3,000	\$4,000	\$8,000	\$15,000

