



Dear Business Owner;

This spring Wicomico County will play host to a sporting event that is growing by leaps and bounds every year. On Sunday May 4, hundreds of athletes will swim, bike and run in the Nanticoke River Swim and Triathlon at Cedar Hill Marina in Bivalve. This scenic sprint triathlon and the additional 3 mile swim are already being promoted in various publications and athletic clubs on the shore and beyond.

Triathlon is a multi-sport passion for many but also one of the fastest growing sports, dominated by working professionals between the ages of 25 and 50. The Eagleman Half-Ironman in Cambridge, Md draws thousands of athletes from around the globe and pumps major tourism dollars into the local economy every summer. The Nanticoke River Swim and Triathlon's fate is sealed simply by the sheer number of new races popping up every year and those events then selling out in record time.

This is the time where the organizers of this latest annual Wicomico County weekend event are looking for local sponsors as financial contributors.

The following pages will explain the level of sponsorships needed to ensure the success of the race. You have been chosen as a prospective sponsor for this exciting event! A race board member will follow up with you in two weeks to gauge your interest as this event moves forward.

Thank you in advance in for your time and attention.

Regards,

**Dave Spier
Race Organizer**



Nanticoke River Swim and Triathlon – Sponsor Levels

Sunday May 4, 2008

Cedar Hill Park, Bivalve, MD

The Nanticoke River Swim and Tri are three events. The events are a Sprint Triathlon, a 3 mile swim and a ½ mile swim. The events are being held on the scenic Nanticoke River in Bivalve, MD. Visit the web site for more information (<http://www.nanticokeriverswimandtri.com>).

- Title Sponsor: \$5,000
 - There is one title sponsor for the event
 - What we will do for you:
 - The event name will include the title sponsor
 - Your name will be prominently displayed on the web site with a link to your web site
 - Your name will be displayed prominently, where possible, on all printed materials
 - Your name will appear on all tee shirts
 - All email communications with athletes will include information about your business and locations
 - You will be provided the opportunity for:
 - Pre-race packets to be picked up at your location
 - Post-race party to be held at your location
 - As the title sponsor, you will be offered right of refusal for Title Sponsor the following year
 - You will be provided the opportunity to include printed materials in the athlete packets
 - Public service announcements during the event will include your name
 - You will be promoted throughout the event
 - You will be promoted during event communications
- Event Sponsor: \$2,500
 - There will be four event sponsors
 - What we will do for you:
 - Your name will appear on all printed materials
 - Your name will appear on all tee shirts
 - You will be provided the opportunity to include printed materials in the athlete packets
 - Your name will appear on the web site
 - Public service announcements during the event will include your name
 - You will be offered the first right of refusal for Event Sponsor the following year
- Gold Sponsor: \$1,000
 - What we will do for you:



- You will receive links on our web site
- You will receive two free entries to the event
- You will receive two event beach towels
- You will receive two event tee shirts
- Silver Sponsor: \$250
 - What we will do for you:
 - You will receive links on our web site
 - You will receive one free entry to the event
 - You will receive one event beach towel
 - You will receive one event tee shirt
- Event Friend: \$100 +
 - What we will do for you:
 - You will receive links on our web site
 - You will receive either one event beach towel or one event tee shirt
- In-Kind Sponsor: Providing goods or services
 - What we will do for you:
 - You will receive links on our web site
 - You may receive additional promotions, depending on the goods or services provided.

Your local support will make this a successful event!



Nanticoke River Swim and Triathlon

The Nanticoke River Swim and Tri are three events. The events are a Sprint Triathlon, a 3 mile swim and a ½ mile swim. The events are being held on the scenic Nanticoke River in Bivalve, MD. Visit the web site for more information.

Event Descriptions:

Sprint Triathlon
3 mile swim
½ mile swim

Location:

Cedar Hill Marina in Bivalve, MD

Date:

Sunday May 4, 2008

Cost:

Sprint Triathlon - \$60
Sprint Triathlon Relay - \$110
3 mile swim - \$55
½ mile swim - \$30

Benefitting:

ALS
Women Supporting Women
Salisbury YMCA – Water Safety Education Program
Erin Drew Foundation
Leukemia and Lymphoma Society

Signup:

<http://www.nanticokeriverswimandtri.com/athletes/signup>

More Information:

<http://www.nanticokeriverswimandtri.com>

Email:

info@nanticokeriverswimandtri.com



Nanticoke River Swim and Triathlon – Sponsor Information
Sunday May 4, 2008
Cedar Hill Park, Bivalve, MD

Your Nanticoke River Swim and Tri contact: _____ Phone: _____

The Nanticoke River Swim and Tri are three events. The events are a Sprint Triathlon, a 3 mile swim and a ½ mile swim. The events are being held on the scenic Nanticoke River in Bivalve, MD. Visit the web site for more information (<http://www.nanticokeriverswimandtri.com>).

- Expecting 300-400 participating athletes
- USAT (USA Triathlon) Sanctioned Event
- Non-cash prizes for top athletes
- Local non-profit organizations benefit from proceeds
- Corporation for the event is a non-profit 503(c) with an executive Board of Directors and Officers
- Event is looking for sponsors at several different levels:
 - Title Sponsor: \$5,000 donation – one Title Sponsor for the event
 - Event Sponsors: \$2,500 donation
 - Gold Contributor: \$1,000 donation
 - Silver Contributor: \$250 donation
 - Event Friends: \$100+
 - In Kind Contributor: providing goods and services
- Wicomico County Tourism promoting the event
- Local event drawing athletes from east coast states to participate
- Annual event with ongoing support for event sponsors within the local community
- The web site is distributed nationally through numerous athlete channels
- Early season Triathlon and Swimming event

The demographics of athletes who participate our event are expected to follow the norm:

- 80% of Triathletes are over age 30 years of age
- 86% are college graduates or higher
- 46% have a graduate degree
- 78% earn \$40,000+/year
- 57% earn \$60,000+/year
- 41% earn \$80,000+/year
- 28% earn \$100,000+/year
- Athletes for this event will come from around the Country, 60% will be from Outside Maryland

Your local support will make this a successful event!