



www.triangleopenwater.com

2014 Sponsorship package

The 2014 Triangle Open Water Mile Swim Series consists of three 1 and 2 or 1.2/2.4 mile swim races in the Jordan Lake State Park Recreation Area.

Each race is privately insured, and organized by Finish Strong LLC and One Step Beyond, Inc.

In 2013, roughly 700 swimmers participated in one or more of our events.

2013 entry breakdown:

Jordan Lake Open Water Challenge – 325 registrants

Little Uno and the Big Deuce – 238 registrants

Swim Series Championship – 144 registrants

In 2014, we expect our total attendance to rise, due to having established the races as professionally run events and additional exposure.

Participant numbers and exposure

Each swim is limited to 350 total athletes to ensure the safety of participants. We expect between 150 to 350 athletes at each event, including triathletes and US Masters swimming members from the Triangle and surrounding areas. While multiple states are represented at each event, ninety percent of swimmers hail from North Carolina

The race directors will submit timely press releases and results to the local traditional media and social media, and attempt to gain TV and news coverage as is possible.

The 2014 race schedule:

Saturday, May 10 – Jordan Lake Open Water Challenge 1.2 / 2.4 mile swims

Sunday, July 27 0 Little Uno and the Big Deuce 1 / 2 mile swims

Saturday, October 4 – Triangle Swim Series Championship 1.2 / 2.4 mile swims

Because these events are conducted on State Park property, vendors are not allowed to sell products at the race site. A small informational & demonstration booth is acceptable.

Sponsorship Opportunities

Swim Series Sponsorship – \$2,000

- Naming rights for the series. “*Your Name Here* Triangle Open Water Mile Swim Series”
- Premier placement of company logo on all event t-shirts (top front or top back of t-shirt)
- Premier placement of company info in email blast to each race participant group pre- and post-race



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- Sponsor information included in all race material & e-blasts
- Dedicated space at each race and announcements made during pre- and post-race
- Materials in race packets
- 4 complimentary entries to each event

Single Event Platinum Sponsorship - \$500

- Event naming rights for a single event. "5280 Swim at Falls Lake, sponsored by Your Name" in all correspondence and promotions
- Your logo incorporated into the specific race logo design for the front of the t-shirt.
- Material in race packets
- Top placement on event website
- Sponsor information & web links sent to athletes in pre-race event email and post-race event email.
- Dedicated space for a demo tent at the race and sponsor announcements made during pre- and post-race activities
- 4 complimentary entries

Single Event Gold Sponsorship - \$250

- Dedicated space for a demo tent at the race and sponsor announcements made during pre- and post-race activities
- 2x2 inch logo on the back of t-shirts
- Logo placement on race event website pages
- Race packet inserts
- Detailed company name, info, & web link included on participant email blasts
- 2 complimentary entries

Single Event Silver Sponsorship - \$100

- 2x2 inch logo on the back of t-shirts
- Logo placement on race event website pages
- Race packet inserts
- Short description + descriptive link in email blasts



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Other Sponsorships

We will consider in-kind sponsorship opportunities on a case-by-case basis.

Our events are supported by:

Wake County Parks and Recreation – Harris Lake County Park
The North Carolina State Parks System – Jordan Lake, Falls Lake
North Carolina Wildlife Commission
Carolina Kayakers Club
Local EMS agencies
Triangle Aquatic Center Lifeguard Staff

Charity/Non profit beneficiary

The series is for the benefit of the Triangle Aquatic Center (TAC), a 501c non-profit organization in Wake County. A portion of net income will be donated to TAC.

The Triangle Aquatic Center's mission: *To build and operate public aquatic facilities for the health, safety, recreation, and competition needs of Triangle citizens and aquatic organizations.*

About Finish Strong, LLC

www.fsseries.com

Finish Strong, LLC is an event production company based in Raleigh, NC. We specialize in triathlons, duathlons, time trials, and running races. The current increase of interest in wellness makes this the right time to organize such a business. We are a professional company, whose focus is a positive experience for everyone involved from the planning to the completion of an event.

About One Step Beyond Inc

www.osbmultisport.com

One Step Beyond (OSB) is a multisport coaching company based in Cary, NC. We also run a US Masters swim team at the Curran Aquatic Center in Cary. Head coach Marty Gaal has been competing in open water events since 1986. He and his wife Brianne are pleased to bring open water competitions to the Triangle area of North Carolina.