

Triangle Open Water Swim Series Sponsorship Package  
Brought to you by One Step Beyond Inc and Finish Strong LLC

**Sponsorship proposal package**

The 2009 Triangle Open Water Swim Series will consist of three one-mile open water races in the Triangle area of North Carolina. Each race will be sanctioned/insured by USA Triathlon, and organized/hosted by Finish Strong LLC and One Step Beyond Inc.

**The races:**

Saturday, April 18 - 5280 Swim at Falls Lake / Beaver Dam Park

Sunday, June 7 - Jordan Lake Open Water Challenge

Sunday, August 30 - The Nuclear Swim at Harris Reservoir

Each event will offer individual sponsorship opportunities. Sponsors will receive promotion on event websites, logos on t-shirts, have a small information booth at the race site, and can place promo material in each race packet.

Because these events are conducted on State Park property, we are not allowed to sell or extensively demo products at the race site. A small informational booth is acceptable.

**Participant numbers and exposure**

As first year events, the maximum entry for each swim is limited to 250 athletes to ensure the safety of participants. We expect between 50 to 200 athletes at each event, including triathletes and US Masters swimming members (over 18) from the Triangle and surrounding areas.

The RD will submit press releases and results to the local newspapers/media and attempt to gain TV and news exposure as is possible.

**Sponsorship opportunities**

Series sponsorship will belong exclusively to Finish Strong LLC and One Step Beyond through 2009.

**Single event sponsorships available**

*Event Sponsorship - \$500*

- Event naming rights for a single event. "5280 Swim at Falls Lake, brought to you by YOUR NAME" in all correspondence and promotions
- Your logo will be placed on the back-top of the event t-shirt (3x3 or larger)
- race packet inserts
- top placement on event website
- Information sent to athletes in email event blast

*Gold Sponsorship - \$200*

- 2x2 inch logo on the back of t-shirts
- placement on websites
- race packet inserts

(cont)

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*Silver Sponsorship - \$100*

- 1x1 inch logo on the back of t-shirts
- placement on websites
- race packet inserts

*Other Sponsorships*

We will be happy to consider other sponsorship possibilities, including prize giveaways, awards, t-shirts, or any other product or service that has a corresponding cash value.

**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](http://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.osbmultiposport.com](http://www.osbmultiposport.com)

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

