



MELANDER
SPORTS MEDICINE

TRI

BIG SHARK NEW TOWN

HARD

TRIATHLON



.62 MILE SWIM - 20 MILE BIKE - 4 MILE RUN

INDIVIDUAL OR TEAMS - INFO AT WWW.BIGSHARK.COM



MELANDER SPORTS MEDICINE BIG SHARK NEW TOWN TRIATHLON

is one of the best multisport race weekends in the Midwest. Set in the idyllic community of New Town at St. Charles, Melander Sports Medicine Big Shark New Town Triathlon features a course that is perfect for the first timer, age grouper or veteran. Great amenities, easy transitions, fast splits and great production quality all make the race one of the most popular of the season.

The demographic of the triathlete is one of the most appealing of any sport - health conscious, driven and passionate. We have many opportunities to partner with our event and gain access to the fastest growing triathlon in the region. Each year we have increased our field size, upped the quality of the race and garnered rave reviews.

Opportunities for sponsorship during event weekend:

- Kids Triathlon
- Expo
- Adult Swim Course Preview
- Adult Triathlon

We look forward to helping our sponsors and partners align your brands and products with one of the highlights of the multisport racing season. Our promotional program can be customized to suit or engaged a la carte. See you at the races!

www.newtowntriathlon.com





BIG SHARK NEW TOWN TRIATHLON SPONSORSHIP OPPORTUNITIES

	Title Sponsor	Presenting Sponsor	Gold	Silver (2)	Bronze (3)	Official Product Supplier	Supporting	Kid's Triathlon	Friend of the Race	EXPO	EXPO Local
	\$10,000	\$5,000	\$2,500	\$1,500	\$750	\$750	\$1,000	\$2,000	\$500	\$250	\$100.00
Website: Sponsor Branding- Placement on official website/email newsletter. Logo, link and copy.	✓	✓	✓	✓	✓	✓	✓	✓	Mention		
Race Numbers: Title/Presenting on Upper Border/Race Day on Lower Border	✓	✓					✓	✓			
Poster: Sponsor Branding- Logo Placement on event poster	✓	✓	✓	✓	✓	✓					
Print Advertising: Sponsor Branding- Logo in Newspaper and print media	✓	✓	✓	✓	✓						
Finish Line Truss: Sponsor Branding- Primary Logo on Finish Line Overhead Truss	✓	✓	✓								
Finish Line Truss: Sponsor Branding- Secondary Logo on Finish Line Overhead Truss				✓	✓						
Finish Line Truss: Sponsor Branding- Logo on of Finish Line Truss Leg								✓			
Course Side Banners: Company Logo 3' x10' Banner along race course finish.	6	4	4	4	2	2	1	2	1		
Event Shirt: Sponsor Branding on Official Event Shirt.	✓	✓	✓	✓							
Public Address Annoucement: PAA Mention- Copy in rotation.	✓	✓	✓	✓	✓	✓	✓	✓			
EXPO 10' x 10': Inclusion in the Health and Wellness Expo at the Finish Line. For larger space indicate quantity on order form.	2	2	2	1	1	1	1	1	1	1	1
Awards Presentation: Presenting sponsor for the respective awards ceremony	✓										





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BIG SHARK NEWTOWN TRIATHLON SPONSORSHIP ORDER FORM

SPONSOR CONTACT INFORMATION:

Contact Name _____

Title _____

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email Address _____ Website Address _____

Sponsor Name (as it will appear in print) _____

SPONSORSHIP LEVEL

- ☐ Title ☐ Presenting ☐ Gold ☐ Silver ☐ Bronze ☐ Kids Triathlon ☐ Supporting ☐ Friend of the Race ☐ Official Product
Event T-Shirt Branding

EXPO PARTICIPATION

- ☐ Expo Retail ☐ Local Business Number of Booths: _____

PAYMENT INFORMATION (Please send in this form with payment to the below address.)

- ☐ Send Invoice
☐ Check (Payable to Big Shark Bicycle Company)
☐ Credit Card _____
Name: _____ Card # _____
Exp. Date _____ Sec# _____

*Please note-vendor on credit card transactions will be Big Shark Bicycle Company

BIG SHARK NEW TOWN TRIATHLON

6133 Delmar Blvd. / St. Louis MO 63112 c/o Mike Weiss

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