

SPONSORSHIP OPPORTUNITIES

CAPTEXTRI

MAY 31, 2010 ▶ CAPTEXTRI 20TH ANNIVERSARY



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20 YEARS AND STILL TRI-ING

MORE THAN A RACE—A FUN-PACKED MEMORIAL DAY WEEKEND IN AUSTIN.

The 20th Annual Capital of Texas Triathlon has emerged as one of the nation's *premier* triathlons. With its 20 year history, the CapTexTri has helped make Austin one of the top 3 triathlon racing destinations in the United States. Athletes from around the world love coming to Austin to start their summer and be a part of this wide range of events:

- A drafting legal International Pro Cup, attracting the world's top professional triathletes for a \$20,000 cash prize and qualifying points for the Olympics,
- concurrent triathlons for novice, mid-level, experienced, and elite triathletes (elite triathletes race for a \$5,000 prize purse),
- disabled military athletes participating as part of the Wounded Warrior Disabled Sports Project, starting with the Wounded Warriors Dinner and Silent Auction,
- the Austentatious Doggy Du Dash, where dogs and their owners swim and run,
- a fun run done in your underwear, living up to the "Keep Austin Weird" mantra,
- a Kids K Run for children 5 to 11, with medals for all that finish the 0.62 mile course,
- and an all-day Multisport and Fitness Expo with exhibit booths and seminars.



**Wounded Warrior
Disabled Sports
Project**



The Capital of Texas Triathlon proudly supports the Wounded Warrior Disabled Sports Project.

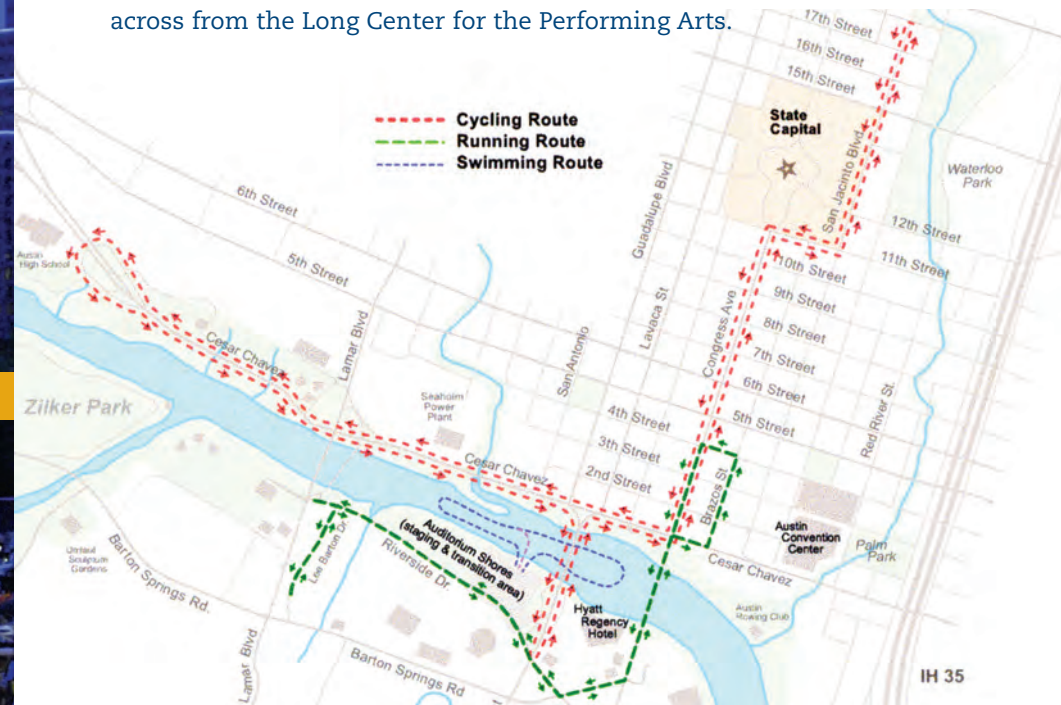


THE PREMIER TEXAS TRIATHLON



THE COURSE

The CapTexTri takes place in downtown Austin. All events begin and end at Auditorium Shores against the backdrop of the city's skyline and across from the Long Center for the Performing Arts.



- **THE SWIM** is in Lady Bird Lake in a loop from Auditorium Shores to the Congress Avenue Bridge.
- **THE BIKE** heads up Congress Avenue through the heart of downtown, north to the University of Texas, returns past the Texas Capitol, then loops alongside the western portion of the Lance Armstrong Bikeway.
- **THE RUN** travels down Riverside Drive, across the Congress Avenue Bridge to 4th Street downtown before returning to the finish.

THE TRIATHLON EVENTS

Triathletes, from first timers to professionals, compete concurrently in the CapTexTri. The main differences are their distances and start times.

- **PRO CUP:** 1000 meter swim, 25K drafting legal bike, 6K run for an elite group of world class professionals and Olympic hopefuls on Sunday
- **OLYMPIC DISTANCE:** 1500 meter swim, 40K bike, 10K run, capped at 1,500 participants who compete for elite amateur awards, age group awards, and personal satisfaction
- **SPRINT:** 750 meter swim, 20K bike, 5K run, capped at 1000 participants at a mid-level of competition
- **FIRST TRI:** 400 meter swim, 10K bike, 5K run, capped at 500 participants who are just starting out in the sport

THE RACE SCHEDULES

Sunday, May 30, 2010

5AM	6AM	7AM	8AM	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM
			Doggie Du Dash (8AM start)												
			Kids K Run (9AM start)												
			Professional athlete check-in												
			International Pro Cup Triathlon (women at 10AM, men at 11AM)												
			Multisport and Fitness Expo (11AM-6PM at Palmer Events Center)												
						Olympic bike check-in (1PM-7PM)									
						International Pro Cup Awards Ceremony (2PM)									
						Sprint bike check-in (3PM-7PM)									
						First Tri bike check-in (3PM-7PM)									
															Underwear Run (6PM)

Monday, May 31, 2010

5AM	6AM	7AM	8AM	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM
	Volunteer check-in (5AM)														
	Olympic transition opens, body marking (6AM)														
		Olympic (7AM race start)													
		Sprint (9AM race start)													
		First Tri (10AM race start)													
		Post race party begins (11AM)													
		Awards Ceremony (12PM)													



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THE OPPORTUNITY

The CapTexTri offers a phenomenal opportunity for branding and marketing. Here are the demographics:

- ▶ **THE ATHLETES** represent the most sought-after group in the market. According to USA Triathlon, over 50 percent are 30-49 years old. The vast majority, 85 percent, are college-educated, and on average, triathletes are from high socio-economic backgrounds with median incomes of \$126,000 (from www.usatriathlon.org). In 2009, athletes came from 10 foreign countries and 33 States to race in the CapTexTri.
- ▶ **TRIATHLON ITSELF** is a growing sport. Membership in USA Triathlon has jumped from 16,000 in 1993 to close to 115,000 in 2009. Furthermore, Texas leads the nation in the number of members—more than 12,000 in 2009.
- ▶ **THE SPECTATORS** are largely family and friends of the athletes as well as aspiring triathletes. Equally important, the event's downtown location draws hundreds of affluent loft and condo dwellers to watch the spectacle. In recent years, the number of spectators has been estimated at 10,000 or more.
- ▶ **THE VOLUNTEERS** represent a loyal core of sports fans who volunteer at many Austin races. Because the CapTexTri takes place on Memorial Day, the producers invite participation by veterans and military groups such as reservists at Camp Mabry in Austin and cadets from Lackland Air Force Base in San Antonio.
- ▶ **THE PRIMARY BENEFICIARY** will be the nonprofit Wounded Warrior Disabled Sports Project, which provides adaptive equipment, sports training, and travel accommodations to sporting events to combat veterans severely wounded in Iraq and Afghanistan. Early engagement in sports helps these young veterans overcome physical and psychological trauma and speeds the way to a full productive life (www.dsusa.org).

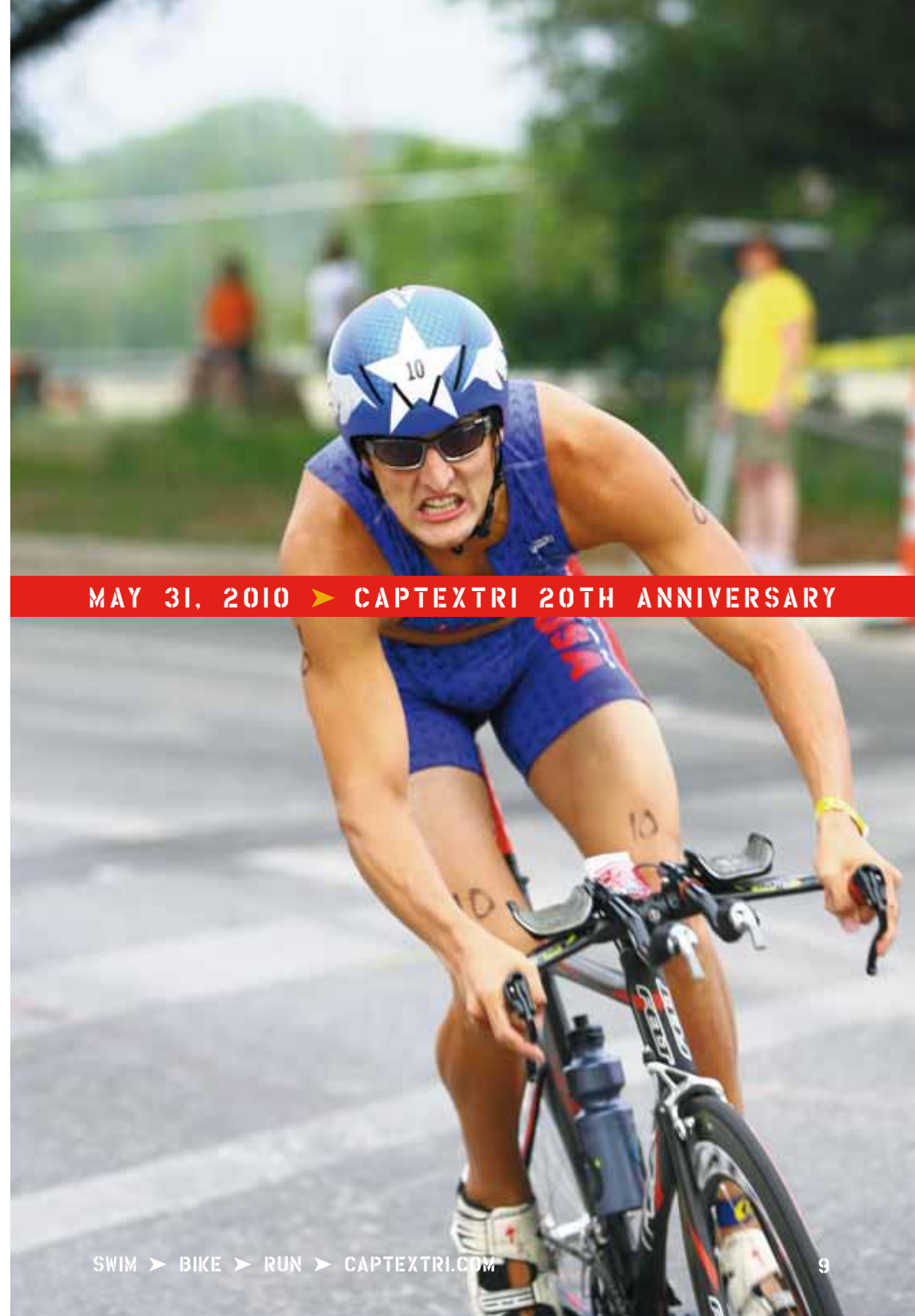
THE PRODUCERS

The CapTexTri has been under the same management since 1991. Originally established as the Austin Triathlon in 1989, it took place at several venues in and around Austin before moving to its current downtown location in 2002.

PRODUCERS RICK MARGIOTTA AND BRADLEY DAVISON KNOW TRIATHLONS.

Their partnership, R&B Sports, LLC, boasts over 35 years of experience in multisport event management. Other events produced and directed over the years include the 2000 USA Triathlon Olympic Trials, the Danskin Women's Triathlon, USTS Austin, Xterra Austin, and the Dilloman Triathlon, to name a few. Rick and Brad have competed in over 150 multisport events, including 7 Ironman Triathlons. Their expertise in triathlon isn't limited to participating or producing races. They have both served in the governance of triathlon, from the local Austin Triathletes Club, to the Regional Federation, to USA Triathlon, and ITU. Both have served as President of the Board of Directors of USA Triathlon and remain active with the National Governing Body. R&B Sports, LLC is certified as a Level 2 Race Director with USA Triathlon. Brad is certified as a Level 2 Official with USAT.

R&B Sports, LLC currently produces numerous multisport events, runs, and swims around the Austin area, in addition to offering equipment rentals and consultation services to organizations interested in producing their own event (rbsportsllc.com).



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THE PREMIER TEXAS TRIATHLON



THE SPONSORSHIPS

CapTexTri sponsorships are first and foremost opportunities to build relationships. Corporate partnerships and sponsorship opportunities start at \$500 for Supporting Sponsors and increase to \$100,000 for a comprehensive Title Partner for the entire weekend. Each level of support is tailored to fit the level of exposure that is desired. Look over the list below to get an idea of the numerous possibilities for visibility and recognition with the CapTexTri.

RACE SITE

Signage/banners, fencing, tents, public address announcements

RACE COURSE

Signage/banners, fencing, aid stations (4), lead vehicles

EXPO VISIBILITY

Signage/banners, vendor booths, printed materials, sampling

WOUNDED WARRIOR DINNER AND SILENT AUCTION

Signage, silent auction donations, receptions, and dinner

PRODUCT AND SERVICES EXCLUSIVITY

The “Official XYZ” of the CapTexTri

HOST HOTELS

Signage, sponsored gatherings/meals

ATHLETES

T-shirts, swim caps, race numbers, water bottles, awards, gift certificates, packet stuffers, apparel, sampling opportunities, printed materials, coupons

VOLUNTEERS AND STAFF

Committee apparel, volunteer T-shirts, credential badges, Volunteer Appreciation Party, Committee dinner

RACE PROGRAM/ATHLETE AND SPECTATOR GUIDE

Ad space, article space

NATIONAL PRINT MEDIA ADVERTISING AND ARTICLES

USA Triathlon Life, Competitor Magazine, Triathlete Magazine

REGIONAL AND LOCAL PRINT MEDIA

ADVERTISING AND ARTICLES

Texas Monthly, Runner Triathlete News, Austin Fit, Austin American-Statesman

WEBSITE PRESENCE

Logo placement on web pages, articles/blogs, CapTex Tips (training, equipment and nutrition features), Links and Internet outreach

LOCAL RADIO PROMOTIONS

Name recognition through our radio spots promoting the events and training activities

PARTICIPANT AND VOLUNTEER E-MAIL COMMUNICATIONS

Direct product promotions and logo placement within regular electronic updates and information newsletters sent to participants and volunteers.

I COMPREHENSIVE TITLE PARTNER

- \$100,000 combination of cash plus value in-kind

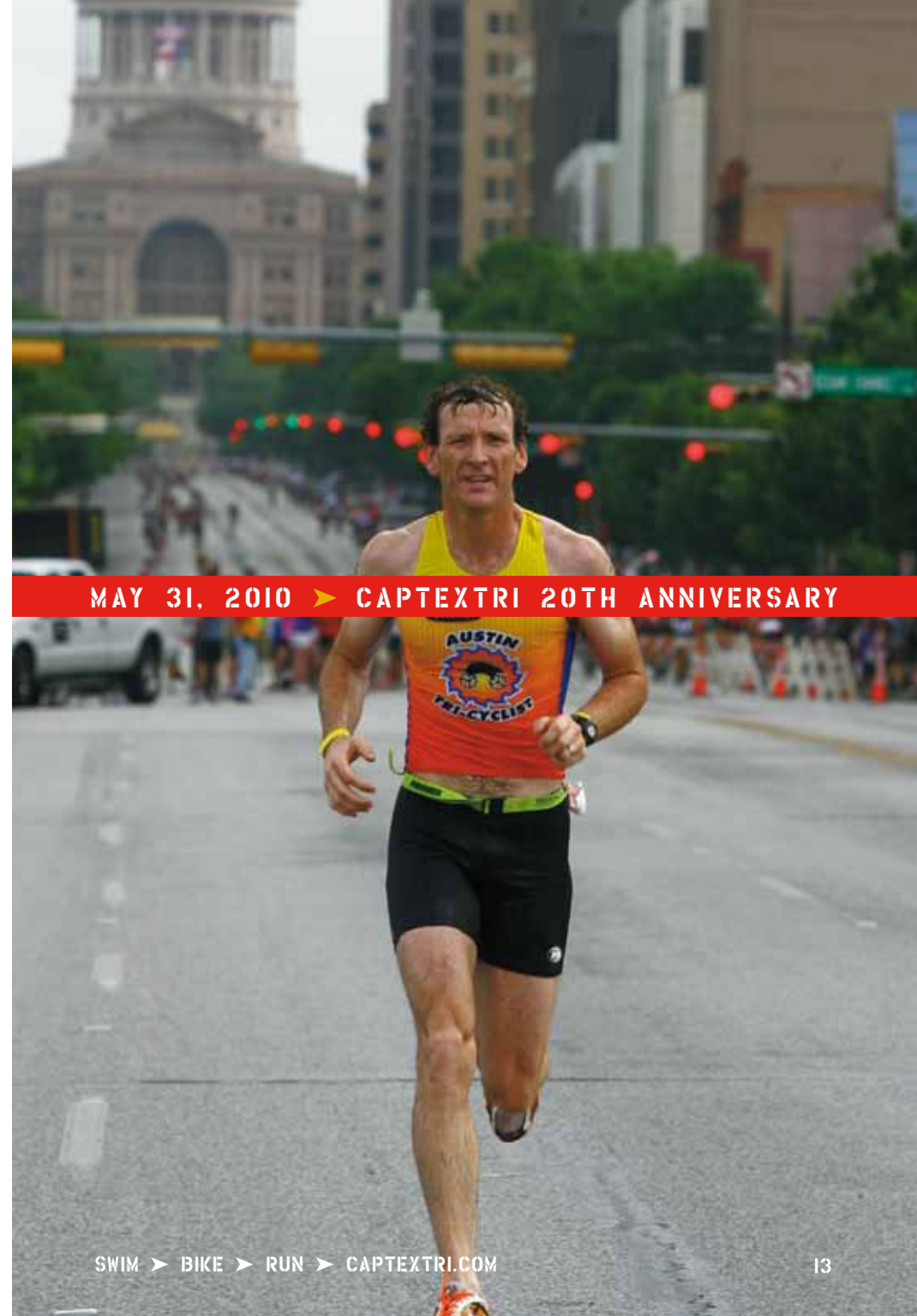
The Title Partner sponsorship of the CapTexTri weekend of events will afford your company with a nearly unlimited range of prominent visibility and recognition. Every event that takes place from the Wounded Warriors Dinner on Thursday through the Volunteer appreciation picnic in August, will highlight the Title Partner with your corporation name preceding CapTexTri.

This sponsorship will be integrated into all CapTexTri electronic, Internet, print, and broadcast media. Ads placed in National and Regional print publications will proudly feature this partnership. During the entire lead up to the events, and during the extended race weekend, your company mark will pervade signage and printed materials, placing the company firmly in the minds of race participants, volunteers, and spectators.

Broad exposure is not limited to just the Memorial Day weekend. Visibility as the Title Partner begins well before the events through event advertising, internet activity, direct e-mail marketing, web site visits, social media sites, and training group activities. Visibility continues well after the events through the take home Athlete and Spectator Guide, with continued website, social media, and e-mail activity, follow up news media, the volunteer appreciation party, and association with other R&B Sports events.

EVENT TITLE SPONSORS

Event Title Sponsorships may also be available in lieu of a comprehensive Title Partner. As the Title Sponsor of one or more of the associated events, you will receive extensive visibility through all sources of exposure attached to the chosen event. Title Sponsorships are available for the CapTexTri Age Group Triathlon (\$75,000), the International Pro Cup Triathlon (\$20,000), the Health and Fitness Expo (\$20,000), the Wounded Warriors Dinner and Silent Auction (\$10,000), the Doggy Du Dash (\$5,000), the Underwear Run (\$5,000), and the Kids K Run (\$2,500).





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PRESENTING SPONSORS

As with the Event Title Sponsorships, Presenting Sponsors are available for one or more events with similarly extensive exposure options. The values of the Presenting Sponsorships are: CapTexTri Age Group Triathlon (\$50,000), the International Pro Cup Triathlon (\$15,000), the Wounded Warriors Dinner and Silent Auction (\$7,500), the Doggy Du Dash (\$3,000), the Underwear Run (\$3,000), and the Kids K Run (\$1,500).

MEDIA SPONSORS

- ▶ \$15,000 to \$25,000 event promotion trade value (minimum)
- ▶ 1 Local TV
- ▶ 1 Local Radio or Radio Group
- ▶ 1 Local Newspaper
- ▶ 1 National Triathlon Trade Publication

As a Media Sponsor, this is a prime opportunity to engage a wide and enthusiastic base of athletes and sports fans in Central Texas. Because the race invites and supports wounded and active military veterans, and attracts athletes from around the world, the CapTexTri also offers compelling human interest stories for Memorial Day weekend.

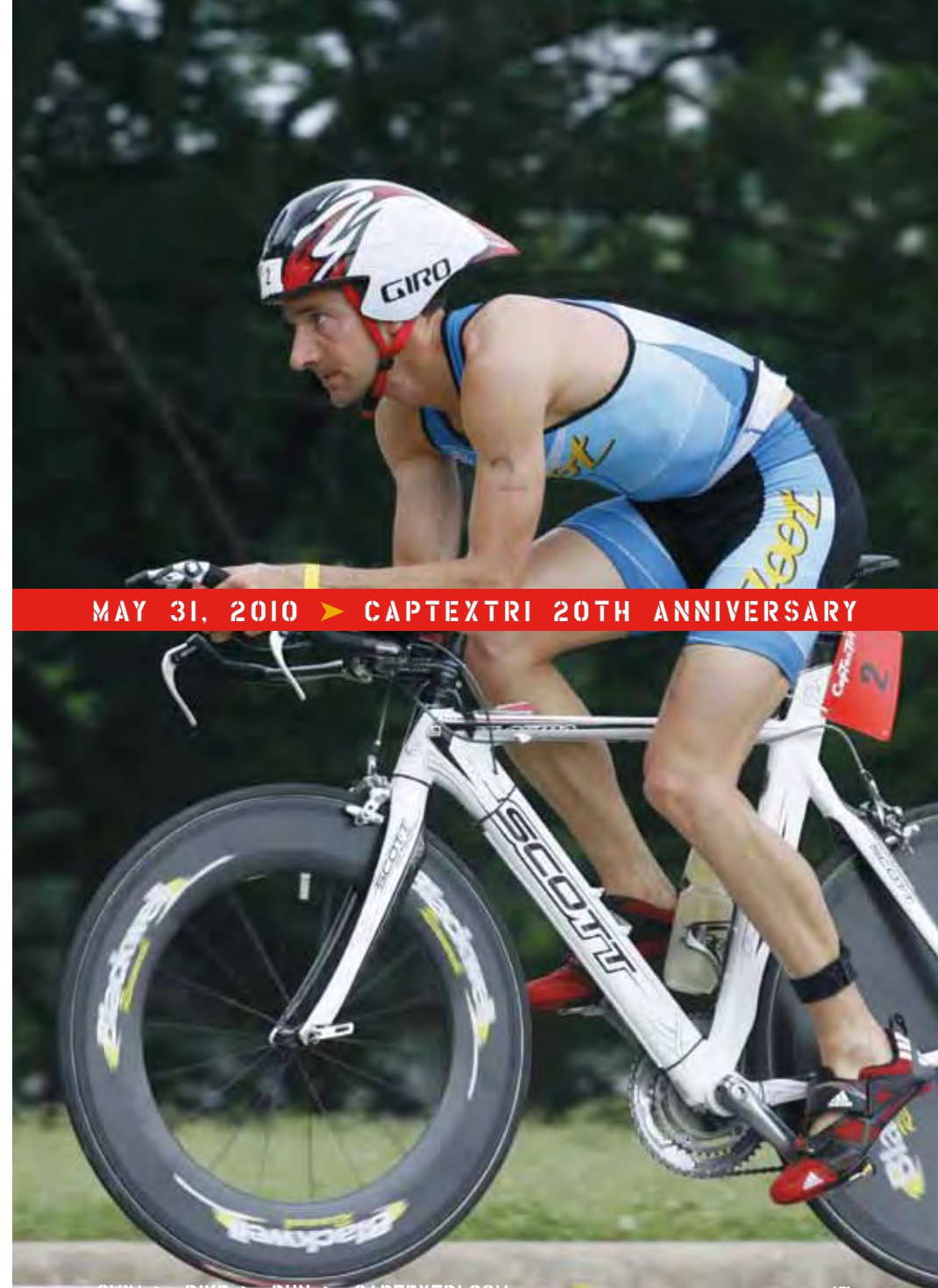
MULTISPORT AND FITNESS EXPO SPONSOR

The MultiSport and Fitness Expo takes place on Sunday at the Palmer Events Center and will attract 60 vendor exhibition booths that will be visited by over 7,000 athletes and other interested folks. The event, spanning 7 hours, enables you to connect with race participants as they pick up race packets and attend briefings on the race course and rules. It also provides contact with family and friends who accompany the competitors and those who visit the booths of the various exhibitors.

SUPPORTING SPONSORS

Supporting Sponsorships receive a tailored exposure plan for maximum sponsor visibility. Supporting sponsor will be identified as Gold Level, Silver Level, or Bronze Level. Each event and the entire weekend of activities have sponsorship opportunities which bring your product or business to the attention of thousands of athletes, volunteers, and spectators. Gold Level sponsorships have a value between \$5,000 and \$7,500, and receive exposure as a general supporter of all of the CapTexTri events. Silver Level sponsorships have a value between \$2,500 and \$4,000, and also receive exposure as a general supporter of all of the CapTexTri events. Bronze Level sponsorships have a value between \$500 and \$2,000, and receive exposure within specific events or portions of events.

- As a \$7,500 Gold Level sponsor, here is an example of what you could receive: Placement of your company logo on the CapTexTri website with an active link to your website, an Expo booth, participant packet insert or sampling, recognition as a Gold Level Sponsor in all printed materials, inclusion in the Wounded Warrior Silent Auction, an 1/4 page ad in the Athlete and Spectator Guide, your company logo on event t-shirts, your banners displayed around the race site and the finish line, ownership of one of the 4 course aid stations, identified as an exclusive course sponsor (swim, bike, run, or transition), your logo on CapTexTri sponsor banners, opportunity to contribute training, nutritional, or equipment advice to the “CapTexTips” web page, sponsored breakfast at one of the host hotels, and product or service exclusivity.
- Silver Level sponsors will also receive a wide range of visibility options similar to a Gold Level sponsor.
- Bronze Level sponsors are given the opportunity to select an event that they feel best fits their targeted market, and reap the added benefits of exposure to a much larger demographic.
- As a \$1,000 Bronze Level sponsor, here is an example of what you could receive: Placement of your company logo on a selected event’s registration page, an Expo booth, recognition as a Bronze Level Sponsor in all printed materials including the Athlete and Spectator Guide, and your banners displayed around the race site.



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MORE ABOUT OUR PRIMARY BENEFICIARY

THE PRIMARY BENEFICIARY of the Capital of Texas Triathlon is the Wounded Warrior Disabled Sports Project. The Wounded Warrior Disabled Sports Project is a partnership between Disabled Sports USA, its chapters, and the Wounded Warrior Project, providing year round sports programs for severely wounded service members from the Iraq and Afghanistan conflict and the Global War on Terrorism.

Forty-one years of experience has shown early intervention with active sports results in successful rehabilitation, leading to employment. The “Wounded Warriors” and their family members are provided these opportunities free of charge, including transportation, lodging, adaptive equipment and individualized instruction in over a dozen different winter and summer sports.

Programs take place at sites throughout the United States of America offering Wounded Warriors the opportunity to integrate as participants and mentors in their home communities.

WHY IS THE WOUNDED WARRIOR DISABLED SPORTS PROJECT IMPORTANT?

“If I can do this, I can do anything!”

These soldiers, airmen, and marines are going through a very difficult time. They are warriors, athletes with the majority in their twenties. This sudden, traumatic change in physical ability makes service members vulnerable to psychological and emotional, as well as physical trauma; which severely impacts them and their families.

What they need is action NOW that will show them the promise of a bright and active future. Sport provides this. With the proper adaptive equipment and trained instructors, they can successfully learn a sport—almost any sport—in ONE day. This immediate success provides a foundation for the development of a positive self-image and outlook on life. This transformation is a key factor in leading an independent, full and productive life.

THE WOUNDED WARRIOR PROJECT (WWP) is a non-profit organization aimed at assisting those men and women of the United States armed forces who have been severely injured during the war on terrorism in Iraq, Afghanistan and other hot spots around the world. Beginning at the bedside of the severely wounded, WWP provides programs and services designated to ease the burdens of these heroes and their families, aid in the recovery process and smooth the transition back to civilian life.

CONTRIBUTE YOUR SUPPORT

Many consider triathlon the world's greatest sport because of its nonstop, grueling test of speed, strength and stamina. The CapTexTri offers you a chance to support not only this exciting sport but also to honor American men and women who have died in service to their country.

For more information about offering your support as a sponsor, volunteer, or participant contact:

- R&B Sports, LLC
- EVENT MANAGEMENT AND CONSULTATION SERVICES

- P.O. Box 277
- Austin, Texas 78767
- Business 512-276-5049
- Fax 512-259-6530
- E-mail rick@captextri.com
- Web site captextri.com



AUSTIN, TEXAS

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