



Clayton Kids Triathlon Sponsorship Information

The **Clayton Kids Triathlon** is slated for 8:00 am, Sunday, August 14, 2022, for children, ages 7-14. The swim will be in the Shaw Park Aquatic Center dive tank, the bike course will be in Shaw Park and the Centennial Greenway trail and the run course will be in Shaw Park. The start/finish and transition area will be located down the hill from the dive tank, in Shaw Park.

Our goal is to attract 200 kids for a fun, family-friendly day, promoting health and wellness, in the beautiful confines of Shaw Park and the Centennial Greenway trail.

This is a great opportunity for your company to generate greater awareness and community good will among families in the Clayton/Ladue/University City/Richmond Heights community, while promoting health and wellness.



Sponsorship Options for the Clayton Kids Triathlon:

Primary Sponsor (\$3,000) (1 Available – The Bodley Group)

- “Sponsor Brand” event Primary Sponsor in all materials
- Truss cladding start/finish Line – primary logo placement
- Truss leg cladding start/finish line- primary logo placement
- Brand inclusion on all course side banners as Title Sponsor
- Brand inclusion on all print ads as Title Sponsor
- Brand inclusion on all web material w/link
- Brand inclusion on event merchandise and apparel
- Official starter/finisher ceremony
- PAA’s during event
- Pre-event electronic communication inclusion
- Expo foot print
- Social media inclusion – frequency TBD
- Custom activation (product sampling, packet sample inclusion, etc.) TBD
- Event element activation (mile markers, aid station, transition area, expo entry, when applicable) TBD

Secondary Sponsors (\$1,500) (Companion, Staenberg, City of Clayton – how to highlight each, tbd)



- “Sponsor Brand” event Secondary Sponsorship in all materials
- Truss cladding start/finish Line – secondary logo placement
- Truss leg cladding start/finish line- secondary logo placement
- Brand inclusion on all course side banners as Presenting Sponsor
- Brand inclusion on all print ads as Presenting Sponsor
- Brand inclusion on all web material w/link
- Brand inclusion on event merchandise and apparel
- PAA’s during event
- Pre-event electronic communication inclusion
- Expo foot print
- Social media inclusion – frequency TBD
- Custom activation (product sampling, packet sample inclusion, etc.) TBD
- Event element activation (mile markers, aid station, transition area, expo entry, when applicable) TBD

Gold Sponsor (\$750) (2 Available – Cofman Townsley, Commerce Bank)

- Brand inclusion on all course side banners
- Brand inclusion on all print ads
- Brand inclusion on all web material w/link
- Brand inclusion on event merchandise and apparel
- PAA’s during event
- Pre-event electronic communication inclusion
- Expo foot print
- Social media inclusion – frequency TBD
- Custom activation (product sampling, packet sample inclusion, etc.) TBD
- Event element activation

Silver Sponsor (\$500) (No Limit – Great Rivers Greenway)

- Brand inclusion on all course side banners
- Brand inclusion on all print ads
- Brand inclusion on all web material w/link
- Brand inclusion on event merchandise and apparel
- PAA’s during event
- Pre-event electronic communication inclusion
- Expo foot print
- Social media inclusion – frequency TBD
- Event element activation TBD



Bronze/Expo Sponsor (\$250) (No Limit – WellBody)

- Brand inclusion on one (1) course side banner
- Brand inclusion on all web material w/link
- PAA's during event
- Pre-Event electronic communication inclusion
- Expo foot print
- Social media inclusion – frequency TBD

Contacts

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