



**SEPTEMBER 18 & 19, 2021**  
**SPONSORSHIP PACKET**

**a Negative Split Productions Event**



**Tony Sapp, Founder & Race Director**  
**[tony@mynegativesplit.com](mailto:tony@mynegativesplit.com)**



# ABOUT THE BUSINESS



- USA Triathlon Certified Race Director
- Produced the premiere fitness events in the Houston area for over 8 years
- Over eight years of event production and operations experience, six years marketing in both traditional and digital media, and 14+ years of business management consulting experience
- Produced and assisted in production of events throughout the Houston area including:
  - Run Houston! Race Series
  - Bayou City Half Series
  - Bayou City Tri Series
  - The Woodlands Marathon
- Houston-owned and operated small business





# Event & Athletes

Tony Sapp, Founder & Race Director  
tony@mynegativesplit.com





**LOCATION**



**DATE**

**MAY 3, 2020**

The race will take place the weekend before Typhoon Texas' Opening Weekend. All kids ages 6 to 15 are invited to swim in the lazy river at the waterpark then bike and run around the Katy Mills before sprinting back to an amazing finish and post race inside Typhoon Texas Waterpark.

**RACE GOODIES INCLUDE:**

- Custom event t-shirt
- Custom finisher's medal
- Complimentary high resolution race photos to share with friends and family
- Personalized run bib
- TriTats race number temporary tattoos
- Special ticket deals for kids and parents



# Family Demographics



## Age and Gender (Parents)

Average age: 38  
53% between 30-44



## Income & Occupation

Average HHI: \$126k+  
65% income between \$75k to \$199k  
38% professional industry jobs



## Profile

Triathletes are highly motivated, hardworking and loyal. They seek adventure and challenge themselves in all aspects of their lives.



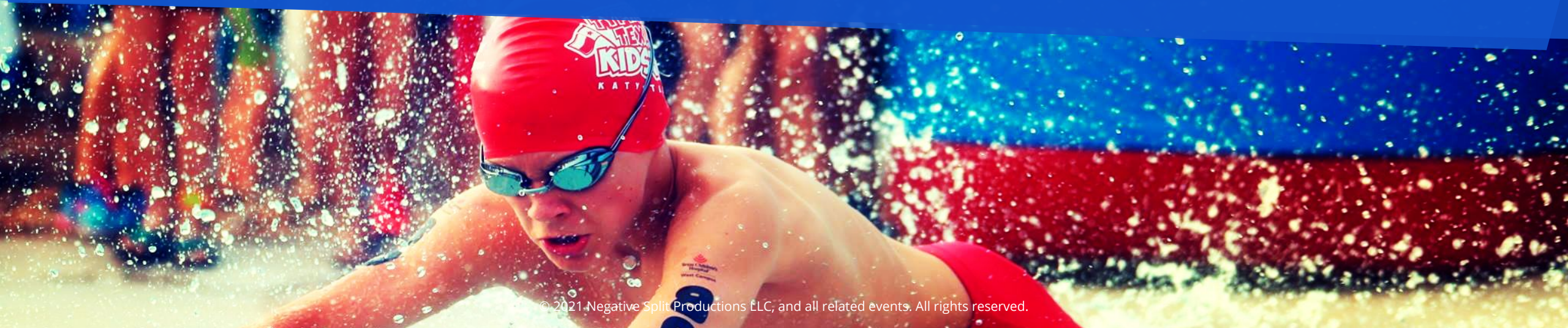
# Charity Programs & Community Involvement

## Giving Challenge

- Raised over \$600,000 for various nonprofits since 2012 at multiple events around the Houston area.
- Expecting over \$10,000 in fundraising at the 2021 event

## Race Crew Donation Program

- Donation to volunteer groups
- Over \$10,000 donated since 2015
- Up to \$2,000 available for donation in 2021







# Exposure & sponsorship

Tony Sapp, Founder & Race Director  
tony@mynegativesplit.com



# Exposure & Impressions



## Title/Presenting

Your logo goes where the event logo goes which includes all promotional material.



## Exclusivity

Your brand is the only industry specific category attendees see at our events.



## Digital Exposure

Social media followers 14,000+, Email list 42,000+, Website page view 300,000 annually



## On-Site Engagement

Signage, booths, and active engagement for 50,000+ athletes and spectators.

## Available Title Areas

- Giving Challenge
- Packet Pick-up
- Finish Festival
- Awards Ceremony
- Finish/Start Line
- And others...

## Branding Available

- Hydration stations
- Flags
- Tents
- Promotional Items
- Port-a-Cans
- And others...

## Potential Benefits

- Digital Guide Ads
- Digital Media Logos & Ads
- Event booths
- Logo inclusion
- Comped entries
- And others...





# Sponsorship Benefits

|         | Sponsor Benefit               | Description  |
|---------|-------------------------------|--|
| On-site | Naming Rights                 | Whether title sponsoring the event or sponsoring a specific area of the race site your business goes where the athletes go and you'll be front and center throughout the entire event. |
|         | Category Exclusivity          | Ensure your brand is the only industry-specific brand the athletes see by securing your partnership with category exclusivity built-in.  |
|         | Event Booth                   | Reserve your place at the race and interact with participant, parents, and everyone else at the event.   |
|         | Comped Entries                | Free entries make a great giveaway to your customers or staff.   |
| Print   | On-site signage               | Repeating logos on mesh fencing throughout the race site ensure everyone knows who supports the race.  |
|         | Logo on event shirt           | Secure your spot on the most-used item from any race and get exposure well beyond the race.  |
|         | Collateral in athlete packets | Include a promotional item in athlete packets and be remembered for years to come.   |
|         | Press release                 | Announcements made to all local and select endurance sport media outlets.  |
| Digital | Social media advertisements   | Tap into our social following and promote events and specials at your business.  |
|         | Logo inclusion on emails      | We send a lot of emails to participants, increase exposure and website clicks by being included on them.   |
|         | Logo inclusion on website     | Sponsor logos are front and center on every page of our event website. Full analytics available.   |
|         | Sponsor-specific emails       | Speak directly to our participant's parents with dedicated emails promoting your business.   |



# Example Sponsorship Package

|         | Sponsor Benefits              | Exposure          | Participating<br>(\$1,500) | Supporting<br>(\$6,000) | Presenting<br>(\$10,000) | Title<br>(\$15,000) |
|---------|-------------------------------|-------------------|----------------------------|-------------------------|--------------------------|---------------------|
| On-site | Logo inclusion                | 1+ million        |                            |                         | ✓                        | ✓                   |
|         | Category Exclusivity          |                   |                            | ✓                       | ✓                        | ✓                   |
|         | Event Booth (10' x 10')       | 4,000+ per event  | ✓                          | ✓                       | ✓ x2                     | ✓ x2                |
|         | Comped Entries                |                   |                            | ✓ x3                    | ✓ x5                     | ✓ x10               |
| Print   | On-site signage               | 15,000+           |                            | ✓                       | ✓                        | ✓                   |
|         | Logo on event shirt           | 100,000+          |                            | ✓                       | ✓                        | ✓                   |
|         | Collateral in athlete packets | 50,000+           | ✓                          | ✓                       | ✓                        | ✓                   |
|         | Press release                 |                   |                            |                         | ✓                        | ✓                   |
| Digital | Social media announcement     | 14,000+ followers | ✓                          | ✓                       | ✓                        | ✓                   |
|         | Social media advertisements   | 14,000+ followers | ✓ x2                       | ✓ x3                    | ✓ x5                     | ✓ x10               |
|         | Main list e-blast             | 31,000+ per send  |                            | ✓                       | ✓                        | ✓                   |
|         | Event-specific e-blast        | 1,500+ per send   | ✓                          | ✓                       | ✓                        | ✓                   |
|         | Sponsor Appreciation E-Blast  | 2,000+            | ✓                          | ✓                       | ✓                        | ✓                   |





# ARE YOU READY TO TRI?



CLICK TO COMPLETE THE  
SPONSORSHIP QUESTIONNAIRE



Tony Sapp, Founder & Race Director  
tony@mynegativesplit.com