

Thank you for your interest in sponsoring our *4th Annual LARA Sprint Triathlon*. The event will be held Saturday, August 15, 2009 for athletes 14 years of age and older. The event raises funds for our local parks and recreation department as well as promotes physical activity in the community. LARA programs can be found at www.golara.org. All contributions are tax deductible as LARA is a 501(c)(1), Section 115 public agency.

Last year's event attracted more than 260 athletes from all over the country. Our committee anticipates up to 350 athletes competing in this year's event, which includes a 300 yard swim, a 14.7 mile bike ride and a 3.1 mile run, starting at the Lewisburg Community Pool. The triathlon will be advertised statewide via newspapers, posters, billboards, radio announcements, the LARA Leisure Guide and worldwide on event-specific internet Web sites. Our race is also part of the River Towns Race Series, which attracted over 3,000 athletes in it's 2008 season. More information on our triathlon can be found at www.lewisburgtriathlon.com.

Enclosed you will find a list of sponsorship packages available to your company and demographic information on our past racers. Not only will your contribution be a great way to give back to the community, it is an outstanding advertisement opportunity.

Thank you in advance for your consideration. I will follow up with you in mid-March. Should you need any additional information, please do not hesitate to contact me via email at tara@golara.org.

Sincerely,

Tara Michaels
Race Director

OVERALL PLATINUM SPONSOR

Everyone will remember your name!

Company will have slogan rights to event.

Overall sponsorship will be exclusive.

Company name and logo on memorabilia given to all racers.

Company representative may host the award ceremony and have the opportunity for additional publicity.

Race banner will be created and hung on the Lewisburg High School fence in the month of August.

Four billboards will be erected along selected interstates for one month in the summer (pending Susquehanna River Valley Visitor Bureau grant approval).

EVENT SPONSOR
\$10,000

{1 AVAILABLE }

Company will be provided a file containing a list of all racers.

Company name and logo will be listed on the back page of the LARA Summer Leisure guide and circulated to more than 13,000 homes.

Company name/logo and link on official race website.

Race logo will be created around your company logo.

Opportunity to place company information in all participant race bags.*

Your company may erect sales/information tent on the day of the race.

Company banner** hung in race venue.

2 Free registrations for individuals/teams.***

GOLD SPONSORS

MAJOR SPONSOR
\$5000

{3 AVAILABLE }

- **Company name and logo will be listed on the back page of the LARA Summer Leisure guide and circulated to more than 13,000 homes.**
- **Company will be provided a file containing a list of all racers.**
- **Logo on official race t-shirt.**
- **Company name and link on official race website.**
- **Opportunity to place company information in athlete race bags.**
- **Company banner** hung in race venue.**
- **Your company may erect sales/information tent on the day of the race.**
- **2 Free registrations for an individuals/teams.*****

FINISH LINE SPONSOR
\$2500

{1 AVAILABLE }

Everyone's favorite place to take a picture!

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- **Logo on official race t-shirt.**
 - **Company name and link on official race website.**
 - **Opportunity to place company information in athlete race bags.***
 - **Your company may erect sales/information tent on the day of the race.**
 - **Company banner** hung at the finish line.**
 - **1 Free registration for an individual/team.*****

SILVER SPONSORS

TIMING SPONSOR
\$1200

RESERVED

- **Logo on official race t-shirt.**
- **Company name and link on official race website.**
- **Company banner** hung by official time clock.**
- **Opportunity to place company information in athlete race bags.***
- **1 Free registration for an individual.*****

HOSPITALITY TENT SPONSOR \$750	<ul style="list-style-type: none"> ➤ Logo on official race t-shirt. ➤ Company name and link on official race website. ➤ Company banner** hung outside the hospitality area. ➤ Opportunity to place company information in athlete race bags.* ➤ 1 Free registration for an individual.***
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BRONZE SPONSORS

PODIUM SPONSORS \$600 { 3 AVAILABLE }	<p><i>Great photo opp. location!</i></p> <p>-----</p> <ul style="list-style-type: none"> ➤ Logo on official race t-shirt. ➤ Company name and link on official race website. ➤ Company banner** hung in the awards area. ➤ Logo will be on the awards podium. ➤ All winners will have your logo in their pictures. ➤ Opportunity to place company information in athlete race bags.* ➤ 1 Free registrations for individual.***
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EVENT ROUTE SPONSORS \$500 <u>ALL RESERVED</u>	<ul style="list-style-type: none"> ➤ Logo on official race t-shirt. ➤ Company name and link on official race website. ➤ Company banner** hung along selected route. ➤ Opportunity to place company information in athlete race bags. ➤ 1 Free registrations for an individual.***
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TRANSITION AREA SPONSORS \$250 { 4 AVAILABLE }	<p><i>The transition area is the center of the action - this is where competitors stage their bikes and it is highly visible to both competitors as well as spectators.</i></p> <p>-----</p> <ul style="list-style-type: none"> ➤ Logo on official race t-shirt. ➤ Company name and link on official race website. ➤ Opportunity to place company information in athlete race bags.* ➤ Company banner** hung outside transition area.
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<p>HYDRATION STATION SPONSORS \$150</p> <p><u>ALL RESERVED</u></p>	<p><i>Hydration station is set-up along the run route to provide competitors with water</i></p> <p>-----</p> <ul style="list-style-type: none"> ➤ Name on official race t-shirt. ➤ Company name and link on official race website. ➤ Company banner** at a hydration station. ➤ Opportunity to place company information in athlete race bags.*
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LARA TRIATHLON FRIENDS

<p>RAFFLE GIFTS \$150</p>	<p>In lieu of the sponsorship fee, you may donate an item with a retail value of \$150 or more to the raffle. Company name and link on official race website.</p>
<p>SUPPORTER \$75 - \$145</p>	<ul style="list-style-type: none"> ➤ Company name and link on official race website. ➤ Opportunity to place company information in athlete race bags.*
<p>GIFTS IN KIND</p>	<ul style="list-style-type: none"> ➤ Gifts in kind are greatly appreciated. They will be acknowledged at a sponsorship level determined by the Race Director.

Please note:

- * 350 pieces are needed for Goodie Bag donations.
- ** Banners are to be company supplied.
- *** Registrants must complete an entry form and sign a waiver.

2008 LARA Sprint Triathlon

Demographic Information

275 registered athletes

- 220 individuals
- 15 relay teams

Gender

- 60% Male
- 40% Female

Average of participant 38

Location of athletes

- 35% from more than 50 miles away
- 65% under 50 miles away
- States:
 - DC, DE, MD, NJ, NY, PA and VA

Website Hits

- Hits: 173,612
- Unique visitors: 5,004

2007 Kuhns Bros. Log Homes Sprint Triathlon (2008 name change to LARA Sprint Triathlon)

Demographic Information

251 registered athletes

- 203 individuals
- 19 relay teams

Gender

- 54% Male
- 46% Female

Average age of participant 36.7

Location of athletes

- 34% from more than 50 miles away
- 66% under 50 miles away
- States:
 - AZ, CT, DE, MA, MD, NJ, PA, SC, and WY

Website Hits (April 2007-October 2007)

- Hits: 71,981
- Unique visitors: 1,938

2006 Kuhns Bros. Log Homes Sprint Triathlon (2008 name change to LARA Sprint Triathlon)

Demographic Information

198 registered athletes

- 167 individuals
- 13 relay teams

Gender

- 54% Male
- 46% Female

Average age of participant 36.8

Location of athletes

- 35% from more than 50 miles away
- 65% under 50 miles away
- States:
 - DC, DE, NH, NY PA and VA