
Coveathlon Race Series

2017 Sponsorship Programs

Newport Dunes, Back Bay

Summer Series • 1K swim + 5K run • June 15th - August 3rd, 2017



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Overview

Community spirited race complete with enthusiasm, competition and camaraderie.

Triathlon is a lifestyle not just a sport



Season 5 at Newport Beach, Back Bay. Transition area, race start, run and community finish makes Coveathlon unique and treasured.

2017 represents the fifth year of the 6-race series consisting of a 1K open water swim + 5K run. Originally launched at Crystal Cove State Park, then transitioned to the Back Bay at Newport Dunes venue in 2016. Coveathlon has become an annual tradition for the multi-sport community. Virtually every team/club in Orange County is represented.

Coveathlon is a participation-based competition where points are scored for completion of every race regardless of place. Every registered team/club member that finishes a race earns points for his/her team. At the end of the series the team with the most points wins the coveted grand prize check awarded at series celebration banquet – one of the most memorable events of the summer.

Coveathlon gives athletes of all levels and ages the opportunity to train, compete and improve their open water swim and running skills while bringing the multi-sport community together for just plain fun.

Our venue change from Crystal Cove to the Back Bay is our biggest growth driver, adding several new benefits:

- no surf which allowed those afraid of waves to participate. This opened the race to tri newbies and novice swimmers
- flat and fast run course
- youth division
- family and spectator friendly
- ample parking
- easy to access for mid-week/after work

Race series schedule is 2 weeks on/1 off until series finale.

Thursday Night Coveathlon race schedule:

- June 15
- June 22
- July 6
- July 13
- July 27
- August 3// Series Finale +Party



Sponsorship Opportunities

Tap into a group of loyal and dedicated athletes.

THREE SPONSORSHIP LEVELS

Our sponsors will have an opportunity to tap into a group of loyal and dedicated athletes while increasing their visibility through our voice and extended reach. As a weekly race series, sponsors experience the benefits of continued brand awareness to foster loyalty and relationship building.

- We have a diverse composition of athletes, from corporate leaders and entrepreneurs to healthcare professionals, coaches and fitness trailblazers. This presents targeted opportunities for referrals and word of mouth promotion.
- Sponsors are supported with outreach programs, email marketing, web site placement, publicity and social media marketing.
- Continued brand exposure to hundreds of athletes for series.

BENEFITS	PRESENTING \$5,000	SERIES \$2,500	RACE \$300
Race shirt	Large logo Premium placement	Medium logo	N/A
Logo'd swim cap	Exclusive	N/A	N/A
Signage at swim start/exit/ transition area	Exclusive	N/A	N/A
Booth space	6-races	6-races	Per race
Signage/Banners at venue and on course	Unlimited	Multiple	Multiple
Email and social media marketing	Featured logo Premium position	Logo included	Logo included in the week(s)
Website	Featured logo Premium position	Logo included	N/A
Single-sponsored email promotion	2	1	N/A
Community outreach	√	√	N/A
Announcements at races	√	√	√
Race entries	4-series entries	2-series entries	1-race entry