



SANTA CRUZ TRIATHLON

Santa Cruz Triathlon
Olympic • Sprint • Relay
Sunday, Sept. 25, 2021
Sponsor Benefits

*Support high school and collegiate athletes in
Santa Cruz County!*

Select Your Level

Title Sponsor (1)	_____	\$5,000
Swim Cap Sponsor (1)	_____	\$1,500
Race Bib Sponsor (1)	_____	\$1,500
Gold Sponsor	_____	\$1,000
Silver Sponsor	_____	\$750
Bronze Sponsor	_____	\$500

Your Information

Sponsor Name _____
Contact Name _____
Address _____
City, State, Zip _____
Email _____
Phone _____

Questions? Please contact:

Blair Mandell, Santa Cruz
Triathlon Board President
(408) 772-7850
blair@millhr.com or -

Please send completed sponsor forms and payment to:

Santa Cruz Triathlon
P.O. Box 5155
Santa Cruz, CA 95063 or email to
santacruztriathlon@gmail.com

Crystal DeClercq, Santa Cruz
Triathlon Race Director (415) 680-5497
santacruztriathlon@gmail.com

The Santa Cruz Triathlon is a 501c non-profit.

Your donation is tax-deductible.

For more information visit: www.santacruztriathlon.org.

About the Santa Cruz Triathlon

Benefiting high school and collegiate sports in Santa Cruz County, The Santa Cruz Triathlon is a non-profit event. In the last years, the race donated \$70,000 in 2018 and 2019 and in 2021 we donated \$90,000 to the Santa Cruz community. The Santa Cruz triathlon has given more than \$1.6 million back to local student athletes since the race began in 1982.

Proceeds from the event are donated to the high school athletic programs throughout Santa Cruz County. Current schools involved include: Aptos HS, Harbor HS, San Lorenzo Valley HS, Scotts Valley HS, Pajaro Valley HS, Soquel HS, Watsonville HS, Kirby School, Monte Vista HS, Santa Cruz HS and St. Francis HS), the UC Santa Cruz swim program, Cabrillo College Aquatics, Santa Cruz Track Club youth program, and the Santa Cruz Triathlon Association. These organizations provide volunteers for the race course, in return, share the proceeds from the event.

Be a Race Sponsor

Sponsors get direct connection to 6,500+ triathletes, their families and friends as well as a presence on the Santa Cruz Triathlon website, social media and in select advertisements. Monetary gifts offset race costs and directly benefit the prep and collegiate sports programs the Santa Cruz Triathlon has proudly supported for more than three decades.

2022 Santa Cruz Triathlon Sponsor Benefits

- A. In exchange for payment of the Title Sponsorship fee of \$5,000 the sponsor receives the following benefits:
1. Universal recognition as the “**Title Sponsor**” of the Race
 2. **Largest size sponsor Logo center of back on race day T-shirt**
 3. **Ten complimentary entries to the race**
 4. Rights to advertise as the “Title Sponsor” of the Race
 5. Promotions in emails to our current 7500 subscribers and prospective race athletes
 6. Logo display and/or name on Race Website for entire year
 7. Logo display and/or name at Finish Line of the Race
 8. Public address recognition at the race venue
 9. 9.Incidental print and electronic media exposure
- B. exchange for payment of the Swim-Cap Sponsorship fee of \$1,500 the Sponsor receives the following benefits:
1. Recognition as the “**Swim-Cap Sponsor**” of the Race.
 2. **Sponsor Logo on race day T-shirt In**
 3. **Five complimentary entries to the race**
 4. Rights to advertise as a “Swim-Cap Sponsor” of the Race
 5. Promotions in emails to our current 7500 subscribers and prospective race athletes
 6. Logo display and/or name printed on race cap each entrant receives
 7. Logo display and/or name on Race Website for entire year
 8. Public address recognition at the race venue
 9. 9.Incidental print and electronic media exposure
- C. In exchange for payment of the Race Bib Sponsorship fee of \$1,500 the Sponsor receives the following benefits:
1. Recognition as the “**Race-Bib Sponsor**” of the Race
 2. **Sponsor Logo on race day T-shirt**
 3. **Five complimentary entries to the race**
 4. Rights to advertise as a “Race-Bib Sponsor” of the Race
 5. Promotions in emails to our current 7500 subscribers and prospective race athletes
 6. Logo display and/or name on Race Website for entire year
 7. Logo display and/or name printed on race bibs each entrant receives
 8. Public address recognition at the race venue
 9. 9.Incidental print and electronic media exposure
- D. In exchange for payment of Gold Sponsorship fee of \$1,000 the Sponsor receives the following benefits:
1. Recognition as a “**Gold Sponsor**” of the Race
 2. **Sponsor Logo on race day T-shirt**

3. **Three complimentary entries to the race**
 4. Rights to advertise as a “Gold Sponsor” of the Race
 5. Promotions in emails to our current 7500 subscribers and prospective race athletes
 6. Logo display and/or name on Race Website for entire year
 7. Logo display and/or name at Transition Area of the Race, if banner is provided by sponsor
 8. Public address recognition at the race venue
 9. Incidental print and electronic media exposure
- E. In exchange for payment of Silver Sponsorship fee of \$750 the Sponsor receives the following benefits:
1. Recognition as a “**Silver Sponsor**” of the Race
 2. **Sponsor Logo on race day T-shirt**
 3. **Two complimentary entries to the race**
 4. Rights to advertise as a “Silver Sponsor” of the Race
 5. Promotions in emails to our current 7500 subscribers and prospective race athletes
 6. Logo display and/or name on Race Website for entire year
 7. Logo display and/or name at Transition Area of the Race, if banner is provided by sponsor
 8. Public address recognition at the race venue
 9. 9. Incidental print and electronic media exposure
- F. In exchange for payment of Bronze Sponsorship fee of \$500 the Sponsor receives the following benefits:
1. Recognition as a “**Bronze Sponsor**” of the Race
 2. **Sponsor Logo on race day T-shirt**
 3. **One complimentary entry to the race**
 4. Rights to advertise as the “Bronze Sponsor” of the Race
 5. Promotions in emails to our current 7500 subscribers and prospective race athletes
 6. Logo display and/or name on Race Website for entire year
 7. Logo display and/or name at Transition Area of the Race, if banner is provided by sponsor
 8. Public address recognition at the race venue
 9. Incidental print and electronic media exposure.
- In-kind services also available on a case-by-case basis.

Each sponsor agrees and acknowledges that some of the benefits described above depend upon negotiations with third parties. If the Santa Cruz Triathlon is unable to provide the agreed benefits to Sponsor as a result of its inability to negotiate such benefits with third parties, then additional benefits of a reasonably equivalent value will be provided to Sponsor.

