

# GUTZY ★ TRI

DREAM BIGGER • DIG DEEPER • GO FURTHER



SPONSORSHIP

**Jamie Whitmore. XTERRA World Champion. Cancer Survivor. Paracyclist. GutzyTri Team...**

The GutzyTri story begins long ago in the Olympic dreams of the young GutzyTri Girl. While others were playing Atari and Barbie, Jamie was sharpening her competitive edge. Fast forward to a dominating XTERRA pro career cut short by cancer, a disability, and a climb back to the World Championship stage as a U.S. National Paracyclist. It's her dedication, perseverance, and down right determination that makes Jamie the heart and soul of GutzyTri.

Starting as seasonal event training, we quickly grew into the premier year-around program, known today as the GutzyTri Team.

More than just a tri team we're about community. We give back to families during the holidays with food and gifts and raising funds through individuals and local businesses for the Challenged Athlete and John Wayne Cancer foundations.

Under the experienced leadership of Coach Jamie, the GutzyTri Team has been a constant and indomitable presence wherever we go, whether it is cheering on fellow athletes at the finish line or claiming podium spots.



With your support, you will be recognized by a growing number of triathletes who live, work, train, and race in Northern California. As our sport and our team continue to grow exponentially, so too do the number of athletes, spectators, and bystanders who will see the advertising of our sponsors.

Thank you in advance for considering a partnership with the GutzyTri Team, we would love for you to be a part of our family and our success!

We look forward to hearing from you.

GutzyTri Team

## INTERESTING FACTS

- ★ Our club members:
  - Currently range in age from 25 to 60
  - 90% participate in Team sponsored work-outs/ event
  - 65% join with other members & non-members to train together on their own



*GutzyTri believes anyone can make a difference – starting in ones own life and extending into the lives of others. It inspires people of all shapes, sizes, and ages to overcome challenges, reach their goals, and give back to their communities.*

## BENEFITS TO SPONSORSHIP

- ★ Triathletes represent all age groups from 25 years and older.
- ★ 66% of Triathletes range from ages 30 to 50.
- ★ 61% of Triathletes' income is over \$100,000 annually.
- ★ Triathletes spend over \$4,000 annually on equipment, apparel, and race fees
- ★ Triathlon is a growing sport, our team is committed to strengthening our community through healthy living and social responsibility initiatives.
- ★ Sponsorships are for one or two year terms, depending on level, however club members, friends, and family wear race apparel featuring sponsors for years, which maximizes your support exposure over time.

## THINGS TO KNOW

- ★ In 1 year, the team grew from an idea to 20 members throughout Sacramento, Placer, and Yolo counties.
- ★ The greater Sacramento area is home to several race series promotions, drawing thousands of local and out of town racers.
- ★ The GutzyTri Team races both local races and large out of the area races from Tahoe to the Central Coast.

## OUR ANNUAL RACE STATISTICS

- ★ 52 triathlons competed
  - 7 First place wins
  - 18 podium appearances
- ★ 75 single sport events (runs, rides, etc.)
  - 11 First place wins
  - 19 podium appearances



## TITLE SPONSOR - \$5,000

- Exclusive two-year term with Premium Logo Placement
- US National Paracyclist Speaker
- Race Kit Logo Placement
- Race Shirt Logo Placement
- Two - 1 Year Gutzy Tri Memberships
- Website Logo Placement
- Team Banner Company Logo Placement
- Team media: Company logo in email blasts, newsletters, race reports, etc.
- Community Support / Club Support at Sponsors Events



## GOLD SPONSOR - \$2,500

- Two-year term with Standard Logo Placement
- US National Paracyclist Speaker
- Race Kit Logo Placement
- Race Shirt Logo Placement
- Discounted One Year Gutzy Tri Membership
- Website Logo Placement
- Team Banner Company Logo Placement
- Team media: Company logo in email blasts, newsletters, race reports, etc.
- Community Support / Club Support at Sponsors Events



## Silver Sponsor - \$1,500

- Race Shirt Logo Placement
- Event Training Class
- Website Logo Placement
- Team Banner Company Logo Placement
- Team media: Company logo in email blasts, newsletters, race reports, etc.
- Community Support / Club Support at Sponsors Events



## Bronze Sponsor - \$750

- Website Logo Placement
- Team Banner Company Logo Placement
- Team media: Company logo in email blasts, newsletters, race reports, etc.
- Community Support / Club Support at Sponsors Events

\* Goods and services sponsorship opportunities also available

\* For a complete list of sponsor benefits please visit [www.gutzutri.com/team/become-a-sponsor](http://www.gutzutri.com/team/become-a-sponsor)

*Sponsoring the Gutzy Triathlon Team reflects your company's support of the GutzyTri values of overcoming challenges, reaching goals, and giving back to the community.*

*You'll be supporting more than just a training group – you're partnering with a team that helps people build confidence, lifelong health, and friendships.*



For more information:

- ★ about our team, visit [www.gutzutri.com/team](http://www.gutzutri.com/team)
- ★ about sponsorship, contact Susan Lee at [sponsorship@gutzutri.com](mailto:sponsorship@gutzutri.com)

