Triathlon NSW Ltd
Partnership Opportunities
Triathlon NSW Club Championships Partnership Opportunity

At Triathlon NSW (TSNW) we continue to experience large growth in our membership numbers and event participants. As the state governing body for Triathlon we are always looking for ways to improve our member benefits through the provision of quality and well recognised partners.

As this document offers a ‘Partnership’ not ‘Sponsorship’ proposal, it is our hope to develop an agreement that is mutually beneficial for both parties and open to negotiation.

Why partner with us?

A partnership with Triathlon NSW is ideal for organisations wishing to:

- Align with our values of HEALTH, ENJOYMENT, ACHIEVEMENT, BELONGING, INTEGRITY and RESPECT.

- Partner with a highly regarded and reputable State governing body of the sport.

- Be clearly positioned as a company that supports equal opportunities.

- To align with the unique demographic of Triathlon NSW membership database.

- Exposure to 60 affiliated Triathlon Clubs and over 8,000 club members.
## Triathlon NSW Deliverables

<table>
<thead>
<tr>
<th></th>
<th>Primary Partnership</th>
<th>Secondary Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Posts (Facebook, Twitter and Instagram)</td>
<td>2x per month across all three platforms (72 posts in total).</td>
<td>1x per month across all three platforms (36 posts in total).</td>
</tr>
<tr>
<td>Article in the Member's Monthly Newsletter to promote your business or services</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Branded presence on Triathlon NSW's website and Member's Newsletter</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>A monthly banner at the head of the Triathlon NSW website homepage</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to present to clubs at the Regional Club Forums</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to present to athletes at the Triathlon NSW Development Squad Camps</td>
<td>Under guidance from TNSW Staff</td>
<td>X</td>
</tr>
<tr>
<td>Signage at the NSW Club Championships</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Booth at the NSW Club Championships</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Signage at the Australian Schools Triathlon Festival</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Booth at the Australian Schools Triathlon Festival</td>
<td>✓</td>
<td>X</td>
</tr>
</tbody>
</table>
Key Partnership Outcomes for your Business

Drive sales through exposing brand to a targeted audience

The opportunity to promote your business, products and tours to over 8,000 Triathlon NSW members and 6,000 social media followers plus event participants at over 400 events each season.

According to our member data, 67% of Triathlon NSW members earn a household income in excess of $125k p.a., with over $6,000 spent on Triathlon equipment and training annually.

These statistics illustrate that our members and event participants are an extremely profitable market to promote your products and services to as they have a keen interest in investing in quality health and fitness-related products and services.

As a partner of Triathlon NSW, your business would be able to showcase your products and services through our e-newsletter, social media channels, regional member forums and development camps.

Improve brand awareness and differentiate and elevate your brand from competitors

As a partner of Triathlon NSW, your business will have a major brand presence on the Triathlon NSW website, e-communication, member forums, development camps and the opportunity for a heavy race-day presence.

As a Triathlon NSW partner, our members and event participants will immediately associate with your brand when purchasing products and services. This partnership would ensure that your brand is at the forefront of the minds of our Triathletes when they do decide to make a purchase and when they are planning their club related events, training and recovery sessions.

Build customer loyalty and obtain long-term customers

A key benefit of your business’ association and presence as an official partner of Triathlon NSW is the opportunity for triathletes, their family and their friends to experience first-hand the product in a highly targeted environment such as a Triathlon NSW-sanctioned event or Development Camp.

Once they have experienced and are happy with the product and service, your business is far more likely to attract loyal and life-long clients.

Align yourself with a reputable, not-for-profit sporting organisation that enriches the lives of thousands across the state

Triathlon NSW enjoys a stellar reputation across the sporting landscape in Australia. Our events, education resources and development programs play a leading role in improving the physical health and fitness, mental health and wellbeing and enjoyment of thousands of lives across the state.

Triathlon NSW also plays a leading role in supporting charity organisations such as beyondblue and Can Too through various fundraising and awareness initiatives which conveys the community focused mindset of our organisation.
Organisational Overview

Our Organisation

TNSW is the state sporting organisation responsible for the strategic development of the sport of triathlon within NSW. Our mission is to ensure the existence of quality participation opportunities, servicing of members and the provision of pathways within triathlon for the whole community. Everything we do builds on our core values of providing ‘healthy’ and ‘enjoyable’ participation opportunities that encourage ‘achievement’ whilst giving our members a strong sense of ‘belonging’ within the wider triathlon community.

TNSW works closely with the National Sporting Organisation Triathlon Australia, with a real focus on the development of grass roots participation with over 60 Affiliated Clubs right across the State.

TNSW, as the recognised governing body of Triathlon and Multisport in NSW, is responsible for the sanctioning and approval of all Triathlon Events held in NSW, in conjunction with Police and NSW Local Governments.

Our Sport

As a sport, Triathlon is for all ages and stages with a multitude of distances catering for all levels of ability. Engaging the community in healthy activity through the provision of world class triathlon events, has the potential to leave a lasting legacy for active participation in the area.

Triathlon is a unique sport that provides competition and participation for all from ages 7 to 80 plus and is one of the few sports that regularly enables the “weekend warrior” athlete to compete on the same course in the same event as the stars of the sport, eg Ironman Australia at Port Macquarie or the Huskisson Long Course Triathlon.

The sport of triathlon has grown significantly since the formation of Triathlon Australia in 1984 with over 100,000 participants in triathlon events around the country annually.

Our Members

As a result of a recent full survey of our membership base the following are the characteristics of the participants of the sport and the membership of Triathlon in NSW, our members:

- Have high disposable incomes (67% earn in excess of $125k pa)
- Have high profile high performing occupations
- 23% stated that they are employed as Managers
- 35% of these are Chief Executives/General Managers
- 45% stated that they are employed as professionals
- Are very high users of the internet
- Travel regularly to pursue their triathlon interests
- Come from a broad range of ages from 7 years to 80 years of age with 60% of members being between the age of 30 years and 49 years
- Spend on average on sport-related equipment and travel over $6,000 p.a.
- 66.7% are male and 33.3% female
Our Clubs

Clubs are the backbone of the sport in NSW.

There are:

- Over 60 affiliated Clubs in NSW
- Over 8,000 club members throughout NSW
- Over 400 Club events each year

Our Officials

TNSW has over 85 officials that are accredited under the National Officiating Accreditation Scheme (NOAS). These officials provide both sanctioning and on the “field of play” to well over 400 Triathlon / Duathlon / Aquathlon and other multisport events across NSW.

Development Programs

- Club Junior Development Programs
- Regional Academies of Sport
- TNSW Junior Development Squads
- TNSW Junior Performance Squads
We would welcome the opportunity to discuss future partnerships with you.

Triathlon NSW works with every potential partner to create a partnership that meets their specific objectives and desired outcomes whether these are related to event-specific, junior development, technical officials or member benefits.

If you are interested in finding out more about the range of partnerships opportunities available, please contact us.

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