

Level	Platinum	Emerald	Gold	Silver	Bronze
	TACT Overall Title Sponsor TACT Series Title Sponsor Event Title Sponsor (Major)	Event Title Sponsor (Minor) Event Co- Sponsor (Major) Program Title Sponsor	Event Co-Sponsor (Minor) Program Co-Sponsor	Product/Media/Service Partner	Expo Partner
<b>TITLE &amp; EXCLUSIVITY</b>					
<b>Sponsor Naming Rights</b>	Triathlon ACT Race Series proudly supported by [Title Sponsor Name] or [Title Sponsor Name] Triathlon ACT Series (Sponsorship value dependent)	[Event Name] proudly supported by [Title Sponsor Name]	[Event Name] Co-sponsor	[Event/Product Name] [Product or Media or Service] Partner	[Event Name] Expo Partner
<b>Product Exclusivity</b>	YES	Negotiable	Negotiable	No	No
<b>Sponsorship Value</b>	<b>\$15,000 +</b>	<b>\$5,000-15,000</b>	<b>\$1,000-5,000</b>	<b>\$0</b>	<b>\$500 or in-kind \$1,000</b>
<b>Sponsorship In-Kind</b>	Negotiable	Negotiable	Negotiable	\$1,000 +	Negotiable
<b>EVENT BRANDING</b>					
<b>Swim Start Banner/Flags</b>	X 4 Signs or X 4 Flags	Negotiable			
<b>Transition Area Banner/Flags</b>	X 6 Signs / X 6 Flags	X 4 Signs / X 4 Flags	X 2 Signs		
<b>Run/Cycle Course Banner/Flags</b>	X 4 Signs or X 4 Flags	Negotiable			
<b>Finishline Chute Banner/Flags</b>	X 10 Signs / X 10 Flags	X 6 Signs / X 6 Flags	X 4 Signs / X 4 Flags	X 2	X 2
<b>Finish Arch Logo</b>	Logo (large)	Logo (medium)	Logo (small)		
<b>Logo on TACT Official Tent/s</b>	Logo (X-large)	Logo (large)	Logo (medium)	Logo (small)	
<b>Logo on Event Backdrop</b>	Logo (X-large)	Logo (large)	Logo (medium)	Logo (small)	
<b>On-Site Promotional Space During Athlete Registration</b>	YES	YES	YES	YES	
<b>On-Site Promotional Space on Race Day at Athlete Expo Area</b>	6x3m Tent Space (tent not included)	3x3m Tent Space (tent not included)	3x3m Tent Space (tent not included)		3x3m Tent Space (tent not included)
<b>Live Read Acknowledgement During Event and at Award</b>	YES	YES	YES	YES	YES
<b>Opportunity to Present Awards at Events and Annual Awards</b>	YES	YES	YES		
<b>Logo on Event Function Tickets</b>	Logo (large)	Logo (large)	Logo (medium)	Logo (small)	
<b>Logo on Media and VIP Entry Passes</b>	Logo (large)	Logo (large)	Logo (medium)	Logo (small)	
<b>Logo and Promotional Material at Other TACT Events</b>	YES	YES	YES		
<b>MEDIA BRANDING</b>					
<b>Logo on Press Conference Backdrop</b>	YES	YES	Logo (medium)	Logo (small)	
<b>Inclusion in PR Campaign</b>	YES	YES	YES		
<b>Company Profile in Press Pack</b>	YES	YES	YES		
<b>Company Mention During Interviews</b>	YES	YES	YES (when appropriate)		

<b>HOSPITALITY</b>					
Access Passes to Hospitality and Networking Area	X 10 +	X 6-10	X 2-6	X 1-2	X 1
Complimentary Race Entry	X 6-8	X 4-6	X 2-4		
Complimentary TACT Annual Awards Passes	X 2	X 2	X 1-2		
Opportunity to have a Triathlon ACT representative to provide a presentation on a triathlon related topic to your staff or invited guests as part of your Health and Wellness Program	YES				
Complimentary Company Health and Wellness Program	YES				
<b>MERCHANDISING</b>					
Opportunity to produce joint branded merchandise which can be sold at the event, used as give-away or included in goodie-bags	YES	YES	YES		
Logo on TACT Promotional, Volunteer and Staff Apparel	Logo (X-large)	Logo (large)	Logo (medium)	Logo (small)	
Logo on JDP Racesuits and Apparel					
<b>PROMOTIONS &amp; ADVERTISING</b>					
Logo on TACT Program, Series and Event Flyers, Advertisements & Posters	Logo (large)	Logo (medium)	Logo (small)	Negotiable	
Logo Inclusion on TACT Email Signature	Logo (large)	Logo (medium)	Logo (small)		
Inclusion in TACT Member Newsletter	YES	YES	YES		
Inclusion in Event Newsletter	YES	YES	YES	YES	YES
Event Website Banner Logo Inclusion	Logo (X-large)	Logo (large)	Logo (medium)	Logo (small)	
Logo and Company Profile in Competitor Booklet	YES	YES	YES	Logo	Logo
Promotion at Annual Awards	YES	YES	YES	Print & Slide Show	
<b>TACT WEBSITE &amp; SOCIAL MEDIA</b>					
Facebook Posts	YES	YES	YES	Negotiable	Negotiable
Twitter Posts	YES	YES	YES	Negotiable	Negotiable
Website Logo Inclusion	YES	YES	YES	Logo (small)	
Website Company Profile & Website Link	YES	YES	YES	Negotiable	
TACT Video Series Logo Inclusion	Negotiable	Negotiable			
<b>EXPERIENTIAL MARKETING</b>					
Insertion of Promotional Material Into Athletes Bags	YES	YES	YES	YES	Negotiable
Promotional Material at Race Registration	YES	YES	YES	YES	Negotiable
<b>ACCOUNT MANAGEMENT</b>					
Provision Account Manager to Manage Sponsorship	YES	YES	YES		
Post Event Report	YES	YES	YES		