



**Hawrelak Park, Edmonton  
July 28-29, 2017**



# **Be a Friend of Triathlon**

## **Sponsorship Request 2017**

Abu Dhabi

Gold Coast

Yokohama

Leeds

Hamburg

Edmonton

Montreal

Stockholm

Rotterdam

The ITU World Triathlon Series is the most prestigious and successful global Triathlon series. The Series events are indeed a showcase for the world's elite athletes, but the focus on community participation in sport and wellness makes this property unique.

Edmonton is recognized nationally and internationally as Canada's triathlon city. Edmonton's ownership and loyalty to ITU has once again been recognised and rewarded with the announcement that Edmonton will host the prestigious Grand Final in 2020.

For the past 16 years, Edmonton has encouraged and celebrated the participation of individuals and teams: elite athletes seeking improved world rankings; serious, non-professional athletes looking for a personal best; corporate groups aiming for bragging rights; and weekend warriors wanting to experience a world-class race course that is close to home.

Sport and culture, as well as ambition and achievement, merge at the 2017 World Triathlon Series Edmonton event. Here, in a festival environment, international, national and local super humans celebrate their skill and reap the rewards of a healthy, active lifestyle.

The 2017 World Triathlon Series Edmonton descends on Hawrelak Park July 28-29, putting a global spotlight on our community and showcasing an expanding group of super humans.

- **2 Days**
  - **World Class Event**
  - **10, 000 People**
  - **1000+ Athletes from over 35 countries**
  - **500 Volunteers**
  - **9+ Races**
- Plus ...**
- **Kids Zone**
  - **Sport and Lifestyle Expo**
  - **Food Vendors**
  - **Live Entertainment**
  - **Family Friendly Beer Garden**



# MORE THAN A TRIATHLON





# EVENT SCHEDULE

## **June and July**

Weekly Corporate Training Sessions

### **Saturday, June 17, 2017**

Kids of Steel Triathlon at Royal Glenora Club

### **Thursday, July 27, 2017**

VIP and Sponsor Reception

### **Friday, July 28, 2017**

U26 Men's Supersprint Triathlon

U26 Women's Supersprint Triathlon

Paratriathlon

### **Saturday, July 29, 2017**

Sprint Triathlon for Age Groups

Standard Triathlon for Age Groups

Tri-a-Try

**Men's and Women's Elite World Triathlon Series**

# CORPORATE TRAINING PROGRAM

Starting June third, World Triathlon Series Edmonton will be hosting weekly corporate training days. These will consist of specific training in swimming, biking, running and transitioning which will be geared towards individual and group participation. The purpose of the training program is to provide business to business networking opportunities for corporate sponsors, partners and friends while providing a safe and fun learning environment for anyone at any ability interested in pushing their limits or looking for bragging rights! The training program will prepare participants for a sprint or try-a-tri race during World Triathlon Series Edmonton's weekend event. The training program is a great way for business owners and employees to compete together on a world class stage while building team spirit and promoting a healthy lifestyle.

"The corporate triathlon training program is an excellent addition to ATCO Gas's partnership with WTS Edmonton. It builds camaraderie among our employees and across companies who are training for the big race, or those who want to increase their overall fitness and health, and ultimately everyone is a part of this amazing event in our capital city. The WTS coaches are top notch and provide excellent instruction to athletes of all fitness levels."

— Valerie Berger, Vice President, Regulatory & Controller, ATCO Gas.

<https://www.youtube.com/watch?v=baoRZSCegeA>





# WHY SPONSOR ?

Your company will be associated with the fastest growing Olympic sport (+15% per annum] that supports the ultimate healthy lifestyle. Triathlon is a sport for the professional, ambitious and driven and involves the recipients in an emotional and active way.

## **Business to Consumer**

You will have opportunities to showcase your product to your potential customers. From opportunities to showcase products at high traffic areas at Hawrelak Park during the event to wide spread media coverage, there are many opportunities to drive awareness and sales of your product or service.

## **Business to Employee**

The team who trains together stays together. Triathlon is the ultimate team building experience for your company. The sport has the ability to challenge and motivate employees of all fitness levels. Setting a clear goal gives your employees the motivation to begin a lifestyle of better personal well being.

## **Business to Business**

You will meet other potential business partners through the corporate training program and networking functions. Take those business meetings out of the boardroom and build strong relationships with your clients. There are options for all levels of ability and the thrill of completing a triathlon together will forge long-lasting personal relationships.



# YOUR INVESTMENT



## **\$2,500 Friend of Triathlon Sponsor Package:**

- Participation in a Corporate Networking Function
- 2 Tickets to Elite Dinner
- 4 VIP Venue access passes, including reserved grandstand seating, hospitality services and meet & greet with elite athletes
- 4 Race entries

### **Spreading the Word:**

- Social Media activation
- Podium mentions
- Marketing and promotional materials
- Event website - logo and hot link
- Logo in Event Programme and monthly Newsletter

### **Intangibles:**

- Employee recognition and client hosting
- Develop business to business relationships
- Showcase your brand as a corporate citizen supporting a healthy and active lifestyle
- Invest in your community

### **Additional Opportunities Available:**

- Customized packages
- Rights to titles
- On-site activations
- Expo space
- Kids of Steel race at the Royal Glenora



# CONTACT INFORMATION



Here is how you can be a sponsor!

**Contact:**

Sheila O'Kelly, General Manager  
[sheila.okelly@edmontontriathlon.org](mailto:sheila.okelly@edmontontriathlon.org)  
780.995.1658

