

# FESTIVAL NAMING RIGHTS



## The Townsville Triathlon Festival Naming Rights Sponsor will receive the following benefits:

- > Exclusive Naming rights for the two-day festival
- > Exclusive logo on the front of all clothing merchandise. Every participant receives a race singlet (3000 + )
- > PR exposure for sponsor sign-up
- > Free entry for a total of 5 teams in any category

### PRE-EVENT:

- > Logo on all official event communication including:
  - > Marketing collateral incl flyers and posters
  - > Event website, plus links to sponsor site
  - > All participant registration forms
  - > Launch Party invitations
  - > Advertising material
  - > Email updates to database of over 2500 people (minimum of twice prior to event)
  - > Post event results
  - > Direct advertising including mail-out and e-burst to all swimming, running, cycling & triathlon clubs in the Townsville region
  - > Outdoor corflute signage
- > Media coverage to the value of over \$500,000 (TBC) including:
  - > Acknowledgement in extensive radio advertising coverage for 13 weeks prior to the event (TBC)
  - > Acknowledgement in extensive TV advertising coverage for 14 weeks prior to the event (TBC)
  - > Acknowledgement in newspaper advertising coverage for up to 13 weeks prior to the event (TBC)
  - > 4 live crosses from naming rights sponsor offices promoting event
  - > Inclusion in all press releases and other media activities

- > Advertising on electronic notice board (TBC)
- > Logo on the TP Human Capital Corporate Team Triathlon web page and on the TP Human Capital website
- > Opportunity to display signage and marketing materials at official Launch Party

### AT THE EVENT:

#### Signage:

- > Arch Signage 2 x (2.5mx1.5m) double sided (own cost)
- > Exclusivity of 350m transition mesh fencing (own cost?)
- > 2 x (2.5x10m) premium signage site location
- > One dedicated 6m x 6m marquee located on The Strand Park adjacent to the transition area

#### Media:

- > Live reads throughout festival advertising naming rights sponsor
- > Advertising space in event program

#### Other benefits:

- > Opportunity to sell product on-site, distribute samples, demonstrate/display product
- > Opportunity to supply marketing collateral/merchandise for race packs presented to every participant
- > Logo on trophy given to each category winner of the Corporate Team Triathlon
- > Opportunity for representative to present a category trophy
- > 10 VIP tickets to the VIP Marquee set up adjacent to the transition area
- > Table of 10 for Official Presentation

**Investment: \$30,000**

