



Crusaders Triathlon Sponsorship Letter

August 19, 2017 at Arnson Island, Escanaba

We cordially invite you to participate as a sponsor of the 3rd annual Crusaders Triathlon. The proceeds from this event will be used specifically to purchase new sports and gym equipment for young athletes and grade-schoolers at Holy Name Catholic School. Holy Name is dedicated to the physical well-being of the children in our community as well as their spiritual well-being. The event is a sprint triathlon consisting of a 500 meter swim (1km kayak option) in Lake Michigan, a 20km bike along Lake Shore Drive and 5km run around Ludington Park. The event will be held on Saturday, August 19th and starts at 9:00am with awards given to top finishers.

Your sponsorship helps defray the cost of organizing an event of this magnitude. Funds received from sponsorships are used to purchase timing services, race course supplies, t-shirts for participants, awards, aid stations and post-race drinks and snacks. There are various options for sponsoring the Crusaders Triathlon:

Gold Level Sponsor - \$1000

- Listed as top sponsor on the race website with your logo and link
- Prominent display of your company logo on race t-shirts
- Company name and logo on finish chute banners
- Special PA announcements during and after the race while handing out awards
- 2 complimentary race entries

Silver Level Sponsor - \$500

- Listed as sponsor on the race website with your logo and link
- Company logo on back of race t-shirts
- Special PA announcements during and after the race
- 1 complimentary race entry

Bronze Level Sponsor - \$250

- Listed as sponsor on the race website with your logo and link
- Company logo on back of race t-shirts

Finish Line Sponsor - \$200

- Company name prominently displayed below the finish line clock

Bike Route Mile Marker Sponsor – \$100 each or 4 signs for \$350

- Company name will appear on a mile marker sign placed along the bike route on Lake Shore Drive

Run Route Mile Marker Sponsor – \$100 each or all three signs for \$250

- Company name will appear on a mile marker sign placed along the run route around Ludington Park

Thank you in advance for your consideration for becoming a race sponsor. There is NO other triathlon in our community. This is a great opportunity to be a part of a unique event and stand out in our community.

Attached you will find the sponsorship form that can be completed and submitted by mail. If you have any questions, please call or e-mail Steve Soderman, Race Organizer, at 906-280-6811 or steven_soderman@yahoo.com.

Sincerely,
Steve Soderman



Crusaders Triathlon Sponsorship

August 19, 2017 at Arnson Island, Escanaba

Organization Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Person: _____

Contact email: _____ **Phone Number:** _____

Organization web site address: _____

1. Sponsorship Level (please circle): Gold Silver Bronze

Finish Line

Bike Mile Marker: qty _____

Run Mile Marker: qty _____

2. We plan to send materials/giveaways for the participants goodie bags: Yes No

If yes, what item would you like us to include? _____

3. Sponsors can choose to have company name listed or submit a logo. Please write your company name exactly how you would like it to appear on web site, signage, etc.:

Artwork and logos should be submitted to steven_soderman@yahoo.com

4. Checks can be made payable to: "Holy Name Catholic School" and mailed to:

Steven Soderman
8441 North P.11 Drive
Gladstone, MI 49837

Please mail by July 21st. If you have any questions, please do not hesitate to contact me at 906-280-6811.

Thank you in advance for your support,

Steve Soderman