USA TRIATHLON

SPONSORSHIP OVERVIEW
USA Triathlon is proud to serve as the National Governing Body for triathlon – one of the fastest growing sports in the U.S. Olympic Movement. Founded in 1982, USA Triathlon sanctions more than 4,300 races and connects with more than 500,000 members every day. In addition to supporting age-group athletes, coaches, race directors and officials at the grassroots level, USA Triathlon provides leadership to elite triathletes competing at international events, including the Olympic and Paralympic Summer Games.

Corporate Philosophy

USA Triathlon’s corporate sponsorship philosophy is built on a dedication to providing a measurable and impactful return on engagement, while utilizing creative and strategic tactics. We take an agency-like approach while providing customized account services.
Demographics

- $134,000 median household income
- $3.4 billion spent on triathlon-related goods & services annually by membership
- 86% more likely to purchase a product if endorsed by USA Triathlon
- 42% have master’s degree or higher
- 67% are business leaders within their respective community
- 63% men and 37% women
- Average age is 38
**Database Marketing**

**USA Triathlon offers a competitive advantage:**

We’re the only membership-driven organization in the sport that engages 365 days a year with this highly sought-after demo.

- With a database consisting of approximately 175,000 annual members, we deliver personalized and targeted messaging to our age group, collegiate, para, elite, youth/junior athletes, as well as certified triathlon clubs, coaches, race directors, and officials.

- Nearly 10,000 athletes register for USA Triathlon’s National Championships each year.
Media Assets

The reach and scope of USA Triathlon’s media offerings is unmatched:

• **USA Triathlon Magazine:**
  Distributed quarterly to all annual members, 15% of whom elect to receive digital version.
  > Largest per-issue circulation title in the sport
  > Magazine App can be found in AppStore or Android Marketplace

• **Television Rights:**
  Programming on the NBC family of networks for specific events, including ITU World Triathlon Series and Elite Super Sprint races

• **USA Triathlon Website:**
  usatriathlon.org is the most highly trafficked website on the USOC digital network and receives more than three-million unique visitors every year
Media Assets

• **Multisport Zone:**
  This weekly e-newsletter for age-group athletes contains relevant information on training, nutrition, gear, news and more
  > Open rate is 39%
  > Delivered to all annual members

• **Social Media:**
  Twitter – 70,400+ Followers
  Facebook – 157,500 Likes
  Instagram – 26,100+ Followers
  YouTube – 6,450+ Subscribers

• **Coaching E-Newsletter:**
  Six (6) e-newsletters are sent to 2,100+ registered coaches throughout the year

• **Race Director & Club E-Newsletters:**
  Regular correspondence that is sent to over 1,500 Race Directors and 1,000 Certified Clubs across the U.S.
Television Series Pilot

While continuing to mainstream the sport, USA Triathlon has developed a compelling television series, or travelogue. Zambezi, a premier LA-based production agency, followed three inspiring storylines leading up to, and during, the iconic Escape from Alcatraz triathlon in San Francisco. The Gersh Agency, a leading marketing firm, is pitching the 30-minute pilot to national television networks.

As with all television assets, USA Triathlon partners will receive first right of refusal for sponsorship opportunities and broadcast inventory.
Event Marketing

The only way an athlete can earn the right to be called a National Champion is by winning a USA Triathlon National Championship. These iconic races annually attract thousands of athletes from around the country and provide our partners with a unique opportunity to connect with key influencers through experiential marketing at our expos, impressions through race-course branding, and direct engagement via pre- and post-race communications.

Activation:

- Title and Presenting Sponsorship
- Television Broadcasts
- Live Streaming
- Social Media
- Video Boards (:30 spots)
- Expo Booths and Sampling
- Customized Value-Add Opportunities
- Experiential Marketing
- On-Course Signage and Branding
- Virtual and Physical Race Bag Access
- Pre- & Post-Race Athlete E-Communications
- Hospitality and Recovery Zone
Each year, USA Triathlon conducts 13 National Championships in destinations across the country. Athletes must qualify during the season in order to compete for a national title, turning each event into a gathering of key influencers from their respective communities in all 50 states. The crown jewel is the Age Group National Championships (Olympic & Sprint Distance), which attracted 4,850 finishers in 2014 and is one of the top-three largest races in the country.

- Age Group (Olympic/Sprint Distance)
- Collegiate Club
- Youth & Junior
- Duathlon
- Paratriathlon
- Aquathlon
- Aquabike
- Club
- Off-Road
- Long-Course Triathlon
- Long-Course Duathlon
- Clydesdale & Athena
- Winter Triathlon
U.S. National Team Program

The U.S. National Team Program is composed of 50 Olympic-level men’s and women’s athletes. The U.S. has qualified more triathletes in the history of the Olympics than any other country, and is the only squad to place in the top four in every women’s triathlon at the Olympics.

Opportunities for alignment between the U.S. National Team and our partners are available, including co-branding during the Road to Rio 2016.
U.S. Paratriathlon National Team

The U.S. is ranked No. 1 overall internationally in paratriathlon, winning an average of 35% of the medals at the ITU World Championships each year. The debut of triathlon at the 2016 Paralympics in Rio will provide a world-wide platform to showcase the sport.

Partnerships can include brand alignment with the U.S. Paratriathlon National Team, which represents the perfect platform to extend support to wounded warrior programs and other amazingly inspirational storylines.
The success of the USA Triathlon Collegiate National Championships recently helped spur the NCAA to vote triathlon as an official “Emerging Sport” for women with varsity-level scholarships in Divisions I, II and III. The inaugural women’s collegiate triathlon season was held in 2014 and included the Women’s Collegiate Triathlon National Championships.

Partnerships include on-site activation and media deliverables at these NCAA events.
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