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Beach2Battleship-Hometown Hero Sponsorship Overview

- **Date:** November 7, 2009
- **Impact:** Beach2Battleship had a \$2.5 million econ/impact on Wilmington, this sponsorship helps your business earn its share
- **Locations:** Starting in Wrightsville Beach, NC and finishing at the USS North Carolina Battleship Memorial in downtown Wilmington
- **Charitable Benefactor:** 100% of proceeds benefit Wilmington Family YMCA
- **Number of Triathletes:** 1,500 triathletes
- **Event Description:** Beach2Battleship's (B2B) headline event is the iron distance triathlon – 2.1 mile swim, 112 mile bike and 26.2 mile run
- **Media:** National media buy with Triathlete Magazine and \$12K ad buy and partnerships locally with WECT-TV, WWAY and the Star News



Why Beach2Battleship Matters: This event will bring together thousands of competitors and their families and friends. Participants and spectators will come from Wilmington, the state of North Carolina and from around the country. National and local media are already promoting the event. This is Wilmington's opportunity to showcase all the region has to offer during a time of year (November) when tourism in the region has slowed.

Community Involvement: It is critical to the success of the event that community partners support Beach2Battleship through sponsorships. The more support through sponsorships equates to a stronger promotion of the event locally and nationally which increases the participation of both competitors and local residents.

Home-Town Hero Sponsorship Description: Local involvement in the event will play a key role in its success in coming years. We are providing a special sponsorship package geared towards getting businesses in the Cape Fear area involved in the event. This is a great fall event to reach thousands of people visiting the area that otherwise would not be here during this time of the year.

Supporting Sponsorship Elements:

- At-event marketing space at finish line
- Expo space at packet pickup for the two days prior to event
- One (1) company banner at finish line
- Company name/logo included in event website
- Company message included in event PA announcements
- **Investment: only \$750!** – all in-kind trade will be considered

We encourage all potential sponsors to visit www.beach2battleship.com to view a brief video highlighting the many great features of this event.