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Beach2Battleship Expo Space 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.

Expo Space Sponsorship Description: At-event marketing will play a key role in making Beach2Battleship an event and not just a race. This package is designed to allow businesses with a focus on the sport of triathlon, to come out and showcase their products and services directly to event participants and spectators. Event expo space includes two days prior to Beach2Battleship as well as finish line expo space on event day.

Supporting Sponsorship Elements:

- At-event marketing space at packet-pickup during two days leading up to event day
- Includes banner display rights
- At-event marketing space at both transition areas and finish line on event day
- Sponsor logo and web link on B2B event website
- **Investment: only \$750!**

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

