

Anchor Bay Triathlon Sponsorship Letter

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Potential Sponsorship Partners:

I write to you today to offer an opportunity to positively impact an important event within the Anchor Bay community. The Anchor Bay Triathlon is now in its 31st year and as always, business sponsorships are always an important factor toward its success. This year there will be 300 competitors partaking in the race and our goal as a parks and recreation department is to provide the citizens and visitors of the Anchor Bay community with exceptional classes, programs, and events that will improve their quality of life.

With the help of our community supporters, the New Baltimore Parks & Recreation Department will be capable of promoting local businesses while improving recreational opportunities for our racing community. Please review the following information and learn how you can make a difference for the racers of the 31st Annual Anchor Bay Triathlon.

Sponsorship Level	Sponsorship Description	Sponsorship Cost
Bronze Medal	Designated for our end of the race celebration and the giveaway bags for racers. Product donations or monetary donations can help the after race ceremony. Promotional materials, coupons, post-race snack items (fruit or bagels)	In-kind donation Or Unspecified \$ value
Silver Medal	Promote your business by having a banner made and put up near the race start/finish line.	*\$125 *\$75 if banner provided from previous year
Gold Medal (1 race shirt included)	This will help cover the cost of race shirt and your business name will be placed on the back of the race shirt. This will also cover the cost for your banner to be made and hung. Promotional booth is allowed to be set up at race area.	\$350 Or \$300 if banner provided from previous year
Race Sponsorship (2 race shirts included)	Complete race sponsorship. Your company logo will be on each racer's bib as well as the race shirt. Your company sign will be hung at the start/finish line and you'll have the opportunity to set up a promotional booth.	\$750 (Only 1 available)

31st Anchor Bay Triathlon Sponsorship Inventory

Company Name: _____

Contact Person: _____

City, State, Zip Code: _____

Phone Number: _____

Email: _____

Sponsorships

Identify the sponsorship you or your company is purchasing with an "X"

_____	_____
Bronze	Silver
_____	_____ (Youth Small-Adult XXL)
Gold	Shirt w/ Gold Sponsorship
_____	_____ (YS-AXXL)
Race Sponsorship	2 Shirts w/ Race Sponsorship (sizes)

Payment option selected:

- Check payable to "City of New Baltimore"
- Money Order payable to "City of New Baltimore"
- Invoice my company

Amount Enclosed: _____

Mail or drop off payment at:

New Baltimore Parks & Recreation Dept.
Attn: Michele DeBeaudry
50976 Washington St.
New Baltimore, MI 48047



*Deadline for 2016 sponsorships is Friday, June 3rd.