

# LONDON KIDS TRIATHLON



SUNDAY - JUNE 14<sup>TH</sup> - 2020  
Carling Heights Optimist Community Centre



[londonkidstriathlon.com](http://londonkidstriathlon.com)

SPONSOR PACKAGE

Presented by:

EMPLOYEE WELLNESS  
SOLUTIONS NETWORK

# Bringing it Back!



## Same Place → Same Course → Same Time → Same Fun

Since 2012, London has held a triathlon for kids at Carling Heights Optimist Community Centre. Historically, the event was a success and included so many families. This year, the event is under new management and promises to be the best year yet!

Promoting physical wellbeing of the youth in our community is important and your help in supporting this event will go a long way.

It's all about #kidshelpingkids with all proceeds supporting a very important London, Ontario project.

Proceeds  
supporting



# Helping the Youth of our Community



**Swim → Bike → Run → Help**



Since 1982, YOU has helped lead youth in London and Middlesex County toward success. We believe that investing in youth and strong communities go hand in hand. We know that many youth need guidance and support to reach their true potential.

YOU began as a community-based initiative and has continually developed and strengthened community partnerships. We work with our business, community and government partners (more than 22!) to maximize opportunities for youth and to address their most pressing needs.

We help youth reach their potential through education, skills training, employment supports and referrals they need to lead positive lives. Each year, YOU serves over 3,600 youth between 16 and 30 years of age in London and Strathroy. There is a wide range of services including health and dental care, housing, education, workshops, job search and on-the-job skills training.

# Who does the race benefit?



**100%** of the proceeds will go to youth in our community!



## Joan's Place

The New Addition Campaign

Youth Opportunities Unlimited (YOU) is proud to introduce Joan's Place. Supported by The New Addition Campaign, Joan's Place will create hope and opportunity for all youth at risk by providing them with the tools and skills they need to overcome their challenges with addiction, primary and mental health, housing, education, and unemployment, and become part of the community around them. We know that everyone needs a place to call home. With the support of our community, we have set to raise \$15.8 million through community and government funding to construct Joan's Place.

# Give a kid a chance!



## Help 50 kids Give it a TRI!

We want to give kids the opportunity to experience the triathlon and have teamed up with Start2Finish to make that happen! Our goal is to sponsor 50 Start2Finish kids. We want to reward their efforts and participation in the Start2Finish Running & Reading Club by participating in this community event.



**8 PARTICIPATING LONDON SCHOOLS** - The **Start2Finish Running & Reading Club** after-school program helps make the dream of graduation a reality. The program addresses the need for enhanced literacy and physical activity among children experiencing poverty/deprivation in the communities it serves. S2F currently has Running & Reading Club programs successfully operating from coast to coast, and just achieved their strategic goal of being in **50 communities!**

# Support the Action and Excitement



# Sponsorship Pricing



	IRONKID SPONSOR	½ IRONKID SPONSOR	OLYMPIC SPONSOR	SPRINT SPONSOR
	\$2500-\$3500	\$1500	\$750	IN KIND
Custom Volunteer Shirts for your specialty area	●			
Signage at and along specific specialty sponsor selection	●			
Opportunity for raffle prize donation	Premier Spot			
Company logo branding on commemorative t-shirts	Premier Spot			
Spot on our post race promotional video	●			
Logo highlighted on website	Home Page & Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page
Opportunity to have representation at the Bib Pickup and Orientation Sessions on Saturday	●	●		
Branding represented on event banners	Premier Spot	●		
Listed in all correspondence emails with athletes and parents	●	●		
New partnership mention on social media pages	●	●	●	●
Mention at orientation sessions and pre-race introduction	●	●	●	

# IRONKID LEVEL Sponsorship



- Custom Volunteer Shirts for your specialty area
- Signage at and along specific specialty sponsor selection
- Opportunity for raffle prize donation recognition
- Company logo branding on commemorative t-shirts
- Spot on our post race promotional video
- Logo highlighted on website
- Opportunity to have representation at the bib pickup and orientation sessions on Saturday
- Branding represented on event banners
- Listed in all correspondence emails with athletes and parents
- New partnership mention on social media pages
- Mention at orientation sessions and pre-race introduction
- **5 REGISTRATIONS** for [Start2Finish](#) program kids.

\$2500 -  
\$3500



# IRONKID LEVEL Sponsorship Options

- 1 Swimming Pool Sponsor (\$2500)
- 2 Bike Course Sponsor (\$3500)
- 3 Run Course Sponsor (\$3500)
- 4 Transition Zone Sponsor (\$2500)
- 5 Race Kit Pick Up Sponsor (\$2500)
- 6 Kid's Zone & Refreshments Sponsor (\$2500)



# ½ IRONKID LEVEL Sponsorship

## \$1500

- Company logo branding on commemorative t-shirts
- Logo highlighted on website
- Opportunity to have representation at the bib pickup and orientation sessions on Saturday
- Branding represented on event banners
- Listed in all correspondence emails with athletes and parents
- New partnership mention on social media pages
- Mention at orientation sessions and pre-race introduction
- **2 REGISTRATIONS** for Start2Finish program kids.



# OLYMPIC LEVEL Sponsorship



\$750

- Logo highlighted on website
- New partnership mention on social media pages
- Mention at orientation sessions and pre-race introduction
- **2 REGISTRATIONS** for Start2Finish program kids.



# Visibility Opportunity



## SOCIAL MEDIA PRESENCE

- E-blast list includes 1,800 people
- Facebook following is nearly 5,000 with an average post reach of 500 people
- LinkedIn has over 2400 followers
- Twitter has 5,200 followers with an average reach of 900 impressions per post
- Instagram has nearly 1,400 followers



**JANSEN CHRISTMAS  
TOY DRIVE**

**Thank you for your interest in sponsoring the  
London Kids Triathlon,  
supporting Youth Opportunities Unlimited.**

Visit the link below to share some information about you, your organization and your interest in supporting this amazing event and charity.

**[www.londonkidstriathlon.com/sponsorship](http://www.londonkidstriathlon.com/sponsorship)**

JOIN US AS A SPONSOR



CONTACT US FOR MORE INFORMATION

[kidstriathlon@ewsnetwork.com](mailto:kidstriathlon@ewsnetwork.com)

[www.londonkidstriathlon.com/sponsorship](http://www.londonkidstriathlon.com/sponsorship)

