



*2016  
Best of Reston  
Award Winner!*



May 14, 2017

## Corporate/Business Sponsorship Information



Race Directors: Katie Becker, Jenna Hirshfeld, Elizabeth Shaw, and Lindsey Hirshfeld

### **Contact Information:**





**Email:**  
[info@restonyouthtri.org](mailto:info@restonyouthtri.org)  
703-758-1317

**Checks payable:**  
CORE Foundation – RYT  
1270 New Bedford Lane  
Reston, VA 20194

The Be AMYazing! Reston Youth Triathlon was founded by youth, for youth. Amy's Amigos began, in 2008, as a group of 12-year-olds who offered friendship and support for classmate, Amy Boyle, who was battling brain cancer. After Amy's death, inspired by her spirit, athleticism, and love of life, Amy's Amigos held the first Reston triathlon just for children in May 2011. Amy's Amigos is currently a group of high school students, who manage the event alongside many adult volunteers. In six years, the triathlon has raised over \$84,000 for The Childhood Brain Tumor Foundation, to aid in research of pediatric brain tumors.

Sponsorship of our race is a partnership opportunity to associate your business with a highly successful event that embraces community, well-being, personal growth, and the spirit of personal triumph.

# Sponsorship Levels & Benefits

<u>Contribution</u>	<u>Level</u>	<u>Description</u>
<b>\$5000+</b> 	<b>SUPER IRONMAN</b>	<ul style="list-style-type: none"> <li>• Most prominent placement and size of logo on Finisher's Podium and race T-shirts</li> <li>• 2 logo flags featured at Packet Pickup &amp; Finish Line</li> <li>• Special recognition in news release to local newspapers</li> <li>• Listed as Super Ironman on printed material, website &amp; Facebook</li> <li>• 5 FREE race registrations</li> </ul>
<b>\$2500+</b> 	<b>IRONMAN</b>	<ul style="list-style-type: none"> <li>• Same as Racer with even more prominent logo location &amp; size</li> <li>• Logo flag featured at Packet Pickup and Finish Line</li> <li>• Special recognition in news release to local newspapers</li> </ul>
<b>\$1500+</b> 	<b>OLYMPIC</b>	<ul style="list-style-type: none"> <li>• Same as Sprint with more prominent logo location &amp; size</li> <li>• 2 FREE race registrations</li> </ul>
<b>\$750+</b> 	<b>SPRINT</b>	<ul style="list-style-type: none"> <li>• Same as Team Support with more prominent logo placement &amp; size</li> </ul>
<b>\$250+</b> <ul style="list-style-type: none"> <li>• Potomac River Running</li> <li>• Carol Welch Realtor</li> <li>• Dr. Jeffrey Davis</li> <li>• Scoggin Home Team</li> <li>• Fourth Presbyterian</li> <li>• Juice Plus</li> <li>• BEI Networks</li> <li>• Belladi Treats</li> <li>• Structural Systems</li> </ul>	<b>TEAM SUPPORT</b>	<ul style="list-style-type: none"> <li>• Logo on racer T-shirts</li> <li>• Logo on Finisher's Podium, Facebook, website &amp; newsletters</li> <li>• One FREE race registration</li> </ul>

## KEY STATISTICS:

- Reaches more than 1,250 racers & volunteers, ages 6 to 100
- Total marketing impressions more than 5,000

