



2016 Sponsorship Portfolio

Mission and Vision

Tri It For Life (TIFL) inspires women of all ages, sizes, backgrounds and abilities to develop healthy lifestyles through multi-sport training, mentorship and commitment. An all-volunteer, non-profit organization, TIFL mentors first-time female triathletes as they prepare for and complete a women's only sprint triathlon.

Since 2008, more than 1,750 TIFL athletes have crossed the finish line at one of the Ramblin' Rose triathlons. Many of those have stayed involved in the sport by mentoring new TIFL athletes, competing in more races, competing in longer races, or volunteering at events. TIFL has developed a cadre of strong, dedicated female athletes who inspire families, coworkers and each other, regardless of whether they finish in first place or at the back of the pack.

TIFL began in Charlotte, NC, after Dr. Alyse Kelly-Jones convinced a group of friends to mentor 100 women as they prepared for a sprint triathlon in a neighboring city. After training together for 12 weeks and completing that first race, the group organized as a 501(c)(3). A Raleigh, NC, chapter was formed in 2012. Charleston, SC, and Chapel Hill, NC, chapters are currently forming.



Our Approach

- Each session includes 12 weeks of mentor-lead training sessions and sponsor-provided clinics
- Envision a world where women can say “YES I CAN”
- Women empower women through
 - ✓ Respect
 - ✓ Inspiration
 - ✓ Community
 - ✓ Inclusiveness
 - ✓ Commitment
 - ✓ Unity
 - ✓ Consistency
 - ✓ Dedication
 - ✓ Harmony
 - ✓ Value
 - ✓ Perseverance
 - ✓ Fun



Partner With Us











































- Sponsors are needed for both monetary and in-kind support
 - Monetary funds go towards insurance, events, equipment and communication tools
 - In-kind donations are needed for athlete gear, event refreshments, printing and more
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- No gift is too big or too small
 - Regional Sponsors support more than one Chapter
 - Local Sponsors support one Chapter
 - Corporate Sponsors support and will receive benefits across all Chapters
 - Chapters include South Charlotte, Huntersville, Raleigh, Charleston and Chapel Hill

Regional Sponsorship Levels

Benefit	Iron Woman (\$3,000+)	Half Iron Woman (\$2,000)	International (\$1,000)	Sprint (\$500)
Spotlight in two (2) newsletters				
Spotlight in one (1) newsletter				
Large logo and link to your website on TIFL home				
Medium logo and link to your website on TIFL home				
Prime logo placement on TIFL gear (if logo received by 12/31/2015)				
Secondary logo placement on TIFL gear (if logo received by 12/31/2015)				
Logo and link to your website on TIFL sponsor page				
Flyers or giveaways in Kick Off bags				
Attendance, table and handouts in packets at Kick Off and Celebration Dinner events				
Attendance and table at Mock Triathlon events				
Advertisement of your events on TIFL social media				
Host one (1) invitation only event, clinic or triathlon topic at your company				
501(c)(3) tax letter				
Logo on banner displayed at TIFL events				
One (1) TIFL event named for your organization				

Local Sponsorship Levels

Benefit	Iron Woman (\$2,000+)	Half Iron Woman (\$1,000)	International (\$500)	Sprint (\$250)
Spotlight in two (2) newsletters				
Spotlight in one (1) newsletter				
Large logo and link to your website on TIFL home				
Medium logo and link to your website on TIFL home				
Prime logo placement on TIFL gear (if logo received by 12/31/2015)				
Secondary logo placement on TIFL gear (if logo received by 12/31/2015)				
Logo and link to your website on TIFL sponsor page				
Flyers or giveaways in Kick Off bags				
Attendance, table and handouts in packets at Kick Off and Celebration Dinner events				
Attendance and table at Mock Triathlon events				
Advertisement of your events on TIFL social media				
Host one (1) invitation only event, clinic or triathlon topic at your company				
501(c)(3) tax letter				
Logo on banner displayed at TIFL events				
One (1) TIFL event named for your organization				

Corporate Sponsorship

- In-kind or monetary donations of \$5,000 in value or more
- In addition to all benefits listed, you will also receive:
 - Exclusivity rights to their business type
 - Negotiable TIFL volunteer support for their events
- Logo on all gear for all chapters with donations of \$7,500 or more

Benefit
Spotlight in two (2) newsletters
Large logo and link to your website on TIFL home
Logo on TIFL gear (if logo received by 12/31/2015)
Logo and link to your website on TIFL sponsor page
Flyers or giveaways in Kick Off bags
Attendance, table and handouts in packets at Kick Off and Celebration Dinner events
Attendance and table at Mock Triathlon events
Advertisement of your events on TIFL social media
Host one (1) invitation only event, clinic or triathlon topic at your company
501(c)(3) tax letter
Logo on banner displayed at TIFL events
One (1) TIFL event named for your organization

In Kind Sponsorship Examples*

In-Kind Donation	Unit	Suggested Value	Est. Qty. Per Session	Est. Total Sponsorship**
Pool lanes	1 lane	\$15	4 lanes / 16 weeks	\$960
Water bottles	Each	\$3	200	\$600
Large swim towel	Each	\$10	200	\$2,000
Small personal towel	Each	\$3	200	\$600
Bike helmet	Each	\$75	50	\$3,750
Food	Each	\$5-10	200 / event	\$1,000 - 2,000
Water	Each	\$2	200	\$400
Event at your location	Each	\$10	50	\$500
Socks	Each	\$10	200	\$2,000

* These values are approximate; in-kind donation value is flexible and will be discussed with each sponsor.

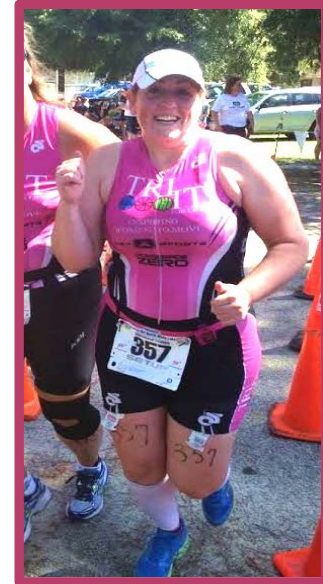
** Total assessed values will be used to determine sponsorship level and benefits.

Logo'd Gear Opportunities

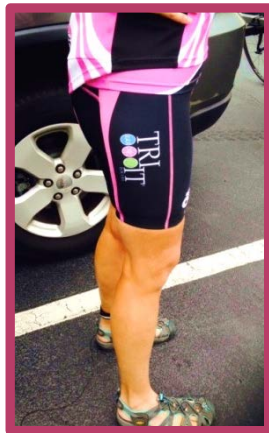
- Tri top
- Tri suit
- Tri shorts
- Wind jacket
- Bike jersey
- Bike shorts



Tri Top



Tri Suit



Tri Short



Wind Jacket



Bike Jersey

Contacts and Payment Options

Contact us:

- sponsors@triiitforlife.com
- www.triiitforlife.com
- PO Box 34424
Charlotte NC 28204

Payment Options:

- Check made payable to Tri it for Life
- Credit Card through www.triiitforlife.com
- Cash

TIFL will work with your company to establish a multi-payment plan if desired.



Sponsorship Commitment

Contact Name: _____ Company Name: _____
Address: _____
Contact Phone: _____
E-mail: _____ Website: _____

I/We agree to sponsor Tri It For Life for the 2016 season at the following sponsorship level: __Regional__ __Local__ __Corporate__

- _____ **Iron Woman** Sponsorship Level Chapter(s) Sponsoring: _____
- _____ **Half Iron Woman** Sponsorship Level Sponsorship amount: \$ _____
- _____ **International Distance** Sponsorship Level
- _____ **Sprint** Sponsorship Level

Upon submission of this commitment, I agree to the following terms along with the benefits associated with my level of sponsorship:

- I will provide my company logo in both jpeg and vector (.eps) formats no later than **December 31, 2015** to **sponsors@triitforlife.com** (or confirm prior logos on file are acceptable).
- I will provide at least half of the promised donation amount along with this commitment.
- I will pay the promised donation amount in full by **February 27, 2016**.

Payment Options for Monetary Sponsorships:

- Enclosed Check # _____, amount enclosed: \$ _____ Please send an invoice for check to be processed.
 - Credit Card – Please Circle type: VISA – MasterCard – American Express - or via Website Payment
Card Number: _____ Amount to charge now \$ _____ Expiration Date: _____ Code _____
Payment Frequency: _____ I would like to pay half now and the remaining by **February 27, 2016**.
_____ Please, charge my credit card for the full amount right now.
 - I will provide my In-Kind donation for the _____ event by _____ (date).
- Explanation of benefits for donating In-kind items/services and approximate value:

Signed: _____ Date: _____