



RaceVermont.com...Where everyone can be a star!

Dear Prospective Sponsor,

If we could promote your business to thousands of people, would you be interested? Please consider being a sponsor of the 2010 Racevermont.com Race Series. RaceVermont.com is a multi-event promoter of running and triathlon racing primarily in Chittenden County, Vermont. RaceVermont.com continues to build upon its growing success year after year with high quality races, larger numbers of participants, and dedicated sponsors like you.

Key races in this year's series include our wildly popular Sprint Triathlon Series (June 3, July 24, August 14 & 28) and Half Marathons on May 8th and November 7. RaceVermont.com is branching out and adding a ½ Iron Man Triathlon on June 20. The Olympic Distance Triathlon on September 12 is great direct exposure in the city of Burlington, Vermont.

In 2009, upwards of 2200 participants enjoyed their racing experience with us. RaceVermont.com anticipates hosting over 2500 racers in 2010. The projected growth for 2010 is a result of increased marketing through a new interactive website www.racevermont.com, print materials distributed through local businesses, regional marketing through race publications, our own e-newsletters, and a presence on FaceBook. These marketing conduits offer a great opportunity to market your business and gain exposure to a dedicated, hard-working and fun-loving audience. In addition to the actual race participants, your message will also reach all of the spectators cheering them on at every step of the way.

In addition to the valuable exposure your business will receive at our races and through the promotional printed materials, your logo and company description will appear on our website, which is currently experiencing in excess of 300 hits per day with visitors spending an average of 2 minutes on the site. Your logo will also appear on each of our e-newsletters which are emailed to approximately 2300 recipients.

Attached is a sponsor benefits sheet outlining all levels of sponsorship as well as the benefits you will enjoy as a sponsor of the Racevermont.com 2010 Race Series. Please do not hesitate to contact me at 802-316-7142 or rayne@racevermont.com for more information.

I look forward to working together in 2010.

Sincerely,

Rayne Herzog

USA Triathlon Race Director
802-316-7142 (Cell)
802-985-4410 (Work)
rayne@racevermont.com

2010 Race Series Sponsor Levels & Benefits

\$5,000 - Underwriter

- Primary name recognition as “Underwriter” of entire 2010 Race Series.
- Link and logo on all website pages of www.racevermont.com
- Logo presence on race t-shirts produced for most races
- Your company marketing material included in race bags provided to race participants in key races.
- Your company banner/sign displayed at all races. (You must provide the banner/sign.)
- Race-day recognition with DJ announcements during the race and awards ceremony.
- At least half of this contribution must be a monetary contribution. Up to half may be made as a gift-in-kind contribution to be used as race prizes).

\$2,500 - Gold Level

- Link and logo on all website pages of www.racevermont.com
- Logo presence on race t-shirts produced for most races
- Your company marketing material included in race bags provided to race participants in key races.
- Your company banner/sign displayed at all races. (You must provide the banner/sign.)
- Race-day recognition with DJ announcements during the race and awards ceremony.
- At least half of this contribution must be a monetary contribution. Up to half may be made as a gift-in-kind contribution to be used as race prizes).

\$1,000 - Silver Level

- Logo presence on race t-shirts produced for most races
- Your company marketing material included in race bags provided to race participants in key races.
- Your company banner/sign displayed at all races. (You must provide the banner/sign.)
- Race-day recognition with DJ announcements during the race and awards ceremony.
- At least half of this contribution must be a monetary contribution. Up to half may be made as a gift-in-kind contribution to be used as race prizes).

\$500 - Bronze Level

- Your company marketing material of choice included in race bags given to race participants in key races
- Your company banner/sign displayed at all races. (You must provide the banner/sign.)
- Race-day recognition with DJ announcements during the race and awards ceremony.
- At least half of this contribution must be a monetary contribution. Up to half may be made as a gift-in-kind contribution to be used as race prizes).