

SURVIVAL OF THE MILLS

Triathlon - 7 Stages
Duathlon - 5 Stages
5K Trail Run/Walk



Ocean Acupuncture
& Herbal Medicine



www.oceanacupuncture.net



Sponsorship Proposal

Presented by: Ocean Acupuncture.

Purpose: To promote healthy and active lifestyles with three great races within our community!

To raise money for David's Dream and Believe Cancer Foundation.

What: Tri (R,B,R,S,R,B,R), Du (R,B,R,B,R) & 5K Trail Run/Walk

Where: Wells Mills County Park, 905 Wells Mill Road, Waretown, NJ 08758

When: Sunday, October 12, 2014 - 8:45am 5k run/walk start, 9am triathlon/duathlon start

Dear Potential Sponsor,

This October, hundreds of athletes from local communities and all over the tri-state area will be traveling to Waretown to compete in the Survival of the Mills Triathlon, Duathlon and 5K run/walk. These athletes will vary in abilities from the highly competitive, to the individuals just trying to finish the race to say they finished a triathlon. We are currently looking for sponsorships and donations to help make this event a huge success for DDBCF and every athlete that attends!

Benefit of Sponsorship

Multi sport racing, especially triathlon are one of the fastest growing sports in the country. It is estimated that approximately 150,000 people participate in these multi sport events in the United States each year and the numbers continue to increase.

Position your business/organization with a healthy lifestyle/community and lifelong fitness associated with swimming, cycling and running.

Position your business/organization with an attractive demographic:

- 76% 18-45 Age demo
- Largest age group are 30-39 & 40-44
- Median age:38
- 64% Male - 36% female
- 97% have attended college
- 86% have four-year college degree
- 67% are business & community leaders between age 30&50
- Average annual income: \$126,000

Please know that in addition to advertising and promoting your business, your generosity means so much more. Money we raise from this year's event will benefit David's Dream and Believe Cancer Foundation.

If interested please contact us to discuss sponsorship levels and benefits:

David Caldarella: david@davidsdreamandbelieve.org

(o) (609) 548-3382 (f) (855) 219-4556

www.davidsdreamandbelieve.org

Website: www.survivalofthemills.com

Please make checks payable to DDBCF and mail checks to DDBCF, PO Box 1199, Manahawkin NJ 08050.

How to Support the Event and Description of Sponsorship Benefits

Gold Sponsors \$500

- Largest logo on race/volunteer T-shirt
- 1 free individual entry or 1 free relay entry to 2014 Survival of the Mills
- Opportunity to set up promo/info table/tent at race site on race day
- Largest logo and website link on race website for one year (www.survivalofthemills.com)
- Brochures, business cards, materials in event registration packet (~250 bags)

Silver Sponsors \$250

- approx. 1/3 size logo in relation to Gold Sponsors logo on race/volunteer T-shirt
- 1/3 size logo and website link on race website or one year, (www.survivalofthemills.com)
- Brochures, business cards, materials in event registration packet (~ 250 bags)

Bronze Sponsors \$100

- Business name printed on race shirt, volunteer shirt.
- Your business name listed as race sponsor on race website (www.survivalofthemills.com)

Food/Beverage donations valued at \$100 or more

(examples: post-race food, bagels,snacks, bottled water, etc.)

- Business name printed on race/volunteer T-shirt
- Your business name listed as race sponsor on race website (www.survivalofthemills.com) for one year.

You can also be a Supporting Sponsor:

- A Supporting Sponsor provides event support other than in a financial way. Benefits to sponsor will be determined by the value of support given. Some support opportunities are listed below. If you have a service or product to offer that can support the Survival of the Mills Event, we will be happy to discuss that with you.

Support Opportunities:

- T-shirts • Awards • Giveaways • Aid Stations - water/sports drink • Event signage
- Traffic control • Medical coverage • Lifeguards • Swim course • Bike course • Run course

**If you are unable to participate financially, volunteers are always needed, and greatly appreciated on race day. Volunteers receive a race T-shirt and have the opportunity to experience the action up close personal. Also, as everyone can benefit from new people visiting the area, we will be happy to include your business flyer, brochure or promotional item in our race packets. Simply contact me, Ross Reynolds at (732) 773-7478, to arrange pick - up or delivery. We plan to fill ~ 250 event registration packets this year.