

# **DARE2TRI**

## PARATRIATHLON CLUB



**THE NATION'S FIRST  
PARATRIATHLON  
CLUB.**

**Bringing the sport of  
triathlon to athletes  
with physical and  
visual disabilities.**

**ANNUAL SPONSORSHIP OPPORTUNITIES**





## ABOUT DARE2TRI

Dare2tri Paratriathlon Club's mission is to positively impact the lives of athletes with physical disabilities and visual impairments by developing their skills in paratriathlon. Dare2tri's vision is to serve as the premier model for paratriathlon programs across the world.

Since 2011, Dare2tri has worked with athletes of all ability levels from beginner to elite. Dare2tri serves youth, adults, and injured service members who have a physical disability such as amputation, spinal cord injury, stroke, spina bifida, cerebral palsy, and those with visual impairments and blindness.

Dare2tri is an Illinois-based 501(c)3 non-for-profit organization.

## DARE2TRI BY THE NUMBERS

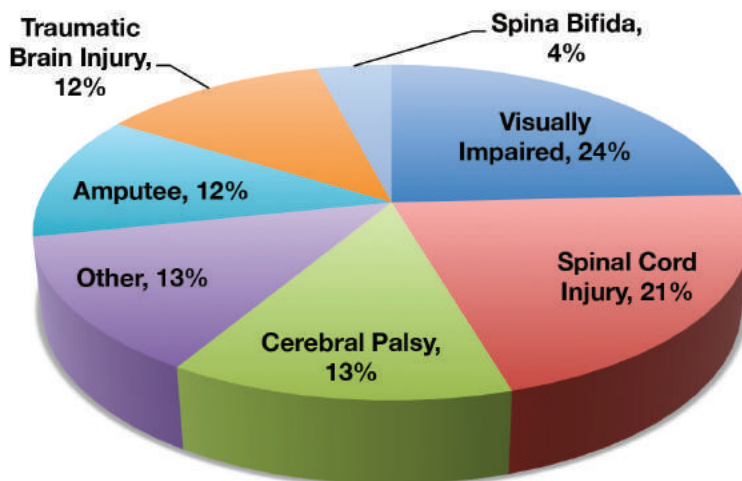
In 2015, Dare2tri **SERVED**:

**300** athletes  
**130** brand new athletes  
**100** athletes at training camps  
**60** injured service members  
**60** youth athletes  
**19** Elite & Development Team athletes

Dare2tri **EARNED**:

**32** ITU World Paratriathlon appearances  
**7** National Titles  
**5** World Medals

Disabilities Served in 2015



"Dare2tri has given me a renewed purpose. My stroke and subsequent disability were devastating to me. Dare2tri has given me the help and camaraderie I needed to fight through the devastation and enjoy my hobbies again. It has also given me a platform to be a competitive athlete again. I train with a renewed purpose and Dare2tri has shown me that anything is possible. "

- Chip Gabriel, Dare2tri Elite Athlete



## DARE2TRI DIGITAL IMPACT

Dare2tri Paratriathlon Club has an active digital presence with an above-average industry engagement with email correspondence and website visits. As an annual sponsor, Dare2tri offers several digital and social media benefits.

### WEBSITE

42 average daily visits

106 average daily page views

36 average daily audience size

### EMAILS

Distributed to over 2,200 constituents

30% average open rate  
(18% above industry average)

## SOCIAL REACH METRICS



### FACEBOOK

Over 1,800 likes

Average post reaches over  
3,000 people

Average post engages over  
300 people

Page: Dare2tri Paratriathlon Club



### TWITTER

Over 490 followers

Average tweet makes over  
7,000 impressions

Average tweet engages over  
1,500 people

Handle: @Dare2tri



### INSTAGRAM

Over 270 followers

#dare2tri tagged in over  
1,200 posts

#oneinspiresmany tagged in over  
170 posts

Handle: @Dare2tri\_

# ANNUAL SPONSORSHIP LEVELS

Dare2tri invites you to be the one who inspires many. Sponsors receive benefits at signature events and in various promotional platforms. Funds raised through sponsorship make it possible for athletes to experience learning, camaraderie and competition.

Sponsorship Benefits	Dare2Inspire \$25,000+	Dare2Empower \$10,000+	Dare2Achieve \$5,000+	Dare2Impact \$2,500+	Dare2Race \$1,000+
<b>Recognition Related Benefits</b>					
Recognition in annual report	Logo & Premier Placement	Logo & Prominent Placement	Logo	Name	Name
Recognition on signage at Dare2tri signature events*	Logo	Logo	Name	Name	Name
Logo on club season t-shirts**	Logo & Premier Placement	Logo & Prominent Placement	Logo	Logo	
Recognition on website	Logo, Link & Premier Placement	Logo, Link & Prominent Placement	Logo		
Personalized social media mentions	Five	Three	One		
Group social media mentions	Three	Three	Three		
Logo placement in all e-blasts	Yes				
<b>Other Benefits</b>					
Dare2tri promotional swag item	Yes	Yes	Yes	Yes	
Tickets to annual An Evening2Inspire event	Six	Four	Two		
Invitation to VIP reception at annual An Evening2Inspire event	Yes	Yes	Yes		
Invitation to a donor recognition event	Yes	Yes	Yes		
Personalized meet and greet with a Dare2tri athlete	Yes	Yes			

\*Signature events include: camps, clinics, Start the Season and An Evening2Inspire

\*\*Logo on club season t-shirts honored for commitments secured by May 15, 2016



# ANNUAL SPONSORSHIP COMMITMENT FORM

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## CONTACT INFO

\_\_\_\_\_  
Name as it should appear on all marketing, advertising, and program materials

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Contact Phone

\_\_\_\_\_  
Contact Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Contact Email

## SPONSORSHIP LEVEL

*(Please see sponsorship graph for list of benefits at each level)*

- ☐ \$25,000 Dare2Inspire Sponsor
- ☐ \$10,000 Dare2Empower Sponsor
- ☐ \$5,000 Dare2Achieve Sponsor
- ☐ \$2,500 Dare2Impact Sponsor
- ☐ \$1,000 Dare2Race Sponsor

## PAYMENT

- ☐ Enclosed is my check, payable to Dare2tri
- ☐ Please charge my credit card – Circle One:      Visa                      MasterCard                      AMEX

\_\_\_\_\_  
Name as it appears on card

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
VCC

\_\_\_\_\_  
Cardholder Signature

## AUTHORIZATION

I confirm my commitment to sponsor Dare2tri:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date