



Pittsburgh Triathlon Club 2017 Sponsorship Guidelines, Levels, and Benefits

Sponsorship Guidelines: The following principles shall be observed in establishing and engaging with sponsors

- Sponsors should offer products or services relevant to the athletic nature and pursuits of the PTC membership and activities.
- Sponsors should offer products or services that would benefit all members of the PTC regardless of gender, athletic ability, etc.
- The PTC reserves the right to decline sponsorship offers that do not satisfy the above criteria.
- Unless otherwise negotiated, sponsorship is non-exclusive; the PTC reserves the right to enlist multiple sponsors in the same industry in order to better serve members in the greater Pittsburgh area.
- The PTC also reserves the right to limit the number of sponsors at a given level, in a given industry, or in a given geography to avoid overrepresentation.
- Sponsors may offer discounts on products/services, donation of products/services, and/or monetary contributions to benefit PTC membership or operations (see membership levels/benefits below).
- Unless otherwise noted, sponsorships run from January 1 through December 31 of the same calendar year.
- A sponsorship may be terminated by either party if one or the other feel that their image and name are not being treated in the manner for which they deem appropriate. The sponsorship may be reviewed and altered at any time during the year as long as both parties agree.

PODIUM Level: EITHER 1) 25% Discount (or equivalent) plus contribution to the PTC (mutually agreed-upon services) OR 2) Financial contribution of at least \$500

- PODIUM-level representation on PTC social media outlets (website, Facebook, Twitter, Instagram, etc.) including:
 - Announcement privileges on club's Facebook page for sales, promotions, etc.
 - Written description, hyperlink, large logo, member testimonial, and top-tier position on PTC sponsors page
 - Rotation as banner ad on PTC home page
 - Inclusion in "Sponsor of the Month" feature on Facebook page, with guaranteed annual exposure
 - Positive endorsement/representation on PTC social media outlets as opportunity presents
- Large sponsor logo is given top placement on club-branded athletic wear such as tri kits, jerseys, shorts, and T-shirts, for competitive and/or recreational wear (subject to design restrictions)
- Invitation to annual Sponsor Showcase event and/or other member events/meetings
- Access to results of Sponsor Use Surveys completed by members who use PTC sponsors

IRON Level: 25% Discount or equivalent

- IRON-level representation on PTC social media outlets (website, Facebook, Twitter, Instagram, etc.) including:
 - Announcement privileges on club's Facebook page for sales, promotions, etc.
 - Written description, hyperlink, large logo, member testimonial, and priority position on PTC sponsors page
 - Rotation as banner ad on PTC home page
 - Inclusion in "Sponsor of the Month" feature on Facebook page, with guaranteed annual exposure
 - Positive endorsement/representation on PTC social media outlets as opportunity presents
- Sponsor logo is on club-branded athletic wear such as tri kits, jerseys, shorts, and T-shirts, for competitive and/or recreational wear (subject to design restrictions).
- Invitation to annual Sponsor Showcase event and/or other member events/meetings
- Access to results of Sponsor Use Surveys completed by members who use PTC sponsors

Half-Iron Level: 20% Discount or equivalent

- HALF-IRON-level representation on PTC social media outlets (website, Facebook, Twitter, Instagram, etc.) including:
 - Announcement privileges on club's Facebook page for sales, promotions, etc.
 - Written description, hyperlink, member testimonial, and large logo on PTC sponsors page
 - Inclusion in "Sponsor of the Month" feature on Facebook page, with guaranteed annual exposure
 - Positive endorsement/representation on PTC social media outlets as opportunity presents
- Invitation to annual Sponsor Showcase event and/or other member events/meetings
- Access to results of Sponsor Use Surveys completed by members who use PTC sponsors

Olympic Level: 15% Discount or equivalent

- OLYMPIC-level representation on PTC social media outlets (website, Facebook, Twitter, Instagram, etc.) including:
 - Announcement privileges on club's Facebook page for sales, promotions, etc.
 - Written description, hyperlink, and medium-size logo on PTC sponsors page
 - Positive endorsement/representation on PTC social media outlets as opportunity presents
- Invitation to annual Sponsor Showcase event and/or other member events/meetings
- Access to results of Sponsor Use Surveys completed by members who use PTC sponsors

Sprint Level: 10% Discount or equivalent

- SPRINT-level representation on social media outlets (website, Facebook, Twitter, Instagram, etc.) including:
 - Announcement privileges on club's Facebook page for sales, promotions, etc.
 - Written description and hyperlink on PTC sponsors page
 - Positive endorsement/representation on PTC social media outlets as opportunity presents
- Invitation to annual Sponsor Showcase event and/or other member events/meetings
- Access to results of Sponsor Use Surveys completed by members who use PTC sponsors

Contributing Sponsor Level: Financial contribution to the club of less than \$500.00 USD

- Benefits determined on an individual basis depending on the size of the financial contribution, up to IRON-level benefits.

National Level: Varies with sponsor, typically a 25%-50% discount (codes available on members-only page)

- NATIONAL-level representation on PTC public website, members-only forum, and Facebook page, including:
 - Announcement privileges on club's Facebook page for sales, promotions, etc.
 - Written description and hyperlink on PTC sponsors page
 - Positive endorsement/representation on PTC social media outlets as opportunity presents
- Sponsor logo is on club-branded athletic wear such as tri kits, jerseys, shorts, and T-shirts, for competitive and/or recreational wear (subject to design restrictions).

