



Beach2Battleship Aid Station Sponsorship Overview

- **Date:** November 7, 2009
- **Impact:** Beach2Battleship had a \$2.5 million econ/impact on Wilmington, this sponsorship helps your business earn its share
- **Locations:** Starting in Wrightsville Beach, NC and finishing at the USS North Carolina Battleship Memorial in downtown Wilmington
- **Charitable Benefactor:** 100% of proceeds benefit Wilmington Family YMCA
- **Number of Triathletes:** 1,500 triathletes
- **Event Description:** Beach2Battleship's (B2B) headline event is the iron distance triathlon – 2.1 mile swim, 112 mile bike and 26.2 mile run
- **Media:** National media buy with Triathlete Magazine and \$12K ad buy and partnerships locally with WECT-TV, WWAY and the Star News

Why Beach2Battleship Matters: This event will bring together thousands of competitors, their families and friends, as well as area spectators. Participants and spectators will come from Wilmington, the state of North Carolina and from around the country. National and local media are already promoting the event. This is Wilmington's opportunity to showcase all the region has to offer during a time of year (November) when tourism in the region has slowed.

Community Involvement: It is critical to the success of the event that community partners support Beach2Battleship through sponsorships. The more support through sponsorships equates to a stronger promotion of the event locally and nationally which increases the participation of both competitors and local residents.

Aid Station Sponsorship Description: With 10 aid stations on the bike course and 13 on the run course, there are plenty of opportunities to get involved and show your support for Beach2Battleship. This package is aimed to get local businesses out on the course showing their support for the competitors while promoting themselves in their own unique way. We encourage people to get creative and make their aid station stand out from the rest. After the race, competitors will vote on who had the best aid station.



Aid Station Sponsorship Elements:

- Bike course aid stations will require 4 - 5 people broken into shifts throughout the day
 - Early shift starting at 7:30am and lasting until approximately 10:45pm
- Run course aid stations will require 8 -10 people broken into shifts throughout the day
 - Early shift starting at 10:30am and running until approximately 12am
- Sponsors are allowed to bring any banners, costumes, music, etc...
- All aid station supplies for the participants (food, water, tent, tables) will be provided by Beach2Battleship
- Best aid station as voted on by the participants wins a gift certificate to a local restaurant!
- **Investment only \$300**

