

### Ironman Level—\$1,500 or greater

Benefits:

- Listing as a Ironman Level Sponsor and Preferred Vendor on website and in quarterly postcard mailings.
- Logo recognition on the TAT website home and sponsor's pages.
- Website link within the TAT websites.
- Prominent logo recognition on all Club race & cycling clothing.
- Prominent logo recognition in all new magazine advertisements.
- Banner displayed on race day (Business must provide banner).

### Olympic Level—\$1,000 to \$1,499

Benefits:

- Listing as a Olympic Level Sponsor and Preferred Vendor on website.
- Logo recognition on the TAT website home and sponsor's pages.
- Website link within the TAT website.
- Prominent logo recognition on all club race & cycling clothing.
- Banner displayed on race day (Business must provide banner).

### Sprint Level—\$100-\$999.00

Benefits:

- Logo recognition on the TAT website home and sponsor's pages.
- Website link within the TAT website.
- Logo recognition on all club race & cycling clothing for sponsorship level of \$500 or greater.

### General Services Sponsor (10% or greater discount)

Benefits:

- Logo recognition on the TAT website home and sponsor's pages.
- Website link within the TAT website.



## TAT Events

Triathlon 101 Clinic  
Spring Fever Triathlon  
Tulsa Triathlon  
Tulsa Duathlon

## TAT Supported Events

St. John Indoor Triathlon  
Tulsa Parks Kids' Triathlon  
St. John Splash 'N Dash

P.O. Box 1421  
Tulsa, OK 74101  
Email: [info@tatok.com](mailto:info@tatok.com)  
[www.TATOK.com](http://www.TATOK.com)



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**TULSA AREA  
TRIATHLETES**





The purpose of the 2005 Tulsa Area Triathlete (TAT) sponsorship program is to allow the club and it's sponsors to

expand their opportunities and help TAT members grow in the sport of triathlon. We are looking for sponsors who are willing to share this mission by enhancing the triathlon experience of our members and the community at the same time.

Our real value proposition to vendors and potential sponsors is access to 200+ dedicated triathletes and many more cyclists, and runners. In addition, sponsorship provides the ability for one-of-a-kind marketing exposure via the Spring Fever & Tulsa Triathlons and the Tulsa Duathlon. So Lets' Leverage It!

This program has been updated to entice our top-level sponsors to participate in financial contributions as well as continue in product/services discounts and giveaways which will help fund club training activities and events that bring product and business awareness.

### Club History

Founded in 1996, the TAT has grown to be the largest triathlon club in Northeastern Oklahoma. Enjoying an active, healthy, and fun lifestyle, the club is dedicated to promoting multi sport and broadening its appeal to male and female triathletes of all abilities and ages.

### Demographics

Triathletes in the Greater Tulsa area are goal-oriented, educated professionals who have significant discretionary incomes, and are socially and environmentally conscious.

- 200+ members/non-member athletes
- Median age, 37
- Male 55%, Female 45%
- Level
  - Beginner, 0-1 yrs - 30%
  - Intermediate, 2-3 yrs - 35%
  - Advanced, 4+ yrs - 35%
- Median Income, approx \$65k/yr
- College Graduate, 60%

In our 8-year history, our membership has grown significantly due to the recognition and interest of Triathlon at the 2000 and 2004 Olympic games, the growth in popularity of the Hawaii IRONMAN Triathlon, and the large concentration of triathletes in the Greater Tulsa area.

Members participate in triathlons ranging from local to international. Our club is active in the triathlon community by providing volunteers to assist in many area events and the club is usually present with a membership/sponsors booth at local events.

TAT also recognizes the value of the businesses and individuals that sponsor the club and its events and makes every effort to give the sponsors maximum name exposure to their target consumers. This exposure ranges from hanging banners provided by the sponsors, putting the business name and logo on event merchandise, listing the businesses on the TAT website, and adding the business to the Preferred Vendor List.

### 2005 SPONSORSHIP OPPORTUNITIES

For the 2005 season, we are offering a wide range of Sponsorship levels. Public recognition, visibility and exposure of your company with the Tulsa Area Triathletes can be a win/win for both TAT and the sponsoring businesses.

Sponsors have the unique opportunity of direct sales to members in multiple areas: Bikes, wet suits, fitness clothing, bike maintenance, general fitness equipment, in-race/practice nutrition, cars, motorcycles, vacations, other athletics, travel, adventure vacations, travel and accommodations at events, and many more

Please take the time to review what we have to offer. If you have any questions or suggestions, we would love to hear them.

2005 sponsorships will be accepted throughout the year so it is never to late or to early to make a commitment to the club. There is however benefit to early sponsorship such that your business will get the most exposure the earlier you make the commitment.

### Sponsorship Levels

Ironman Level Sponsor  
Olympic Level Sponsor  
Sprint Level Sponsor  
General Services Sponsor