



SPONSORSHIP OPPORTUNITIES
Penticton, British Columbia, Canada



ultramancanada@gmail.com
250 490 3334 *phone* 250 490 3307 *fax*
214 Main Street – Penticton, BC – V2A 4M5
www.ultramancanada.com

Ultraman Canada Leadership Team



Steve Brown - Race Director

- Owner/Operator of Peach City Runners & Adventure Sports
- Diploma of Technology Financial Management, Accountant (CMA),
- President and Race Director - Ironman Canada, 1992
- Race Director Peach Classic Triathlon, 1992, 1993
- Ironman Canada Finisher 1987, 1996, 2006
- Ironman Hawaii Finisher 1989, 1994
- Founder and Race Director - Ultraman Canada since 1993
- Peach City Marathon & Half Marathon since 1997

Alexis Brown - Assistant Race Director

Profile

Teacher for School District #73

B.A. Ancient and Medieval History

PDPP Education (Secondary)

M.Ed Literary and Learning

Saskatoon Half Marathon Finisher 2008

Peach City Runners Half Marathon Finisher 2010

Background

Alexis has grown up with Ultraman Canada as a “normal” part of her life. Since 1993 she has helped in all but 1 UMC event. Alexis officially accepted the position of Ultraman Canada Assistant Race Director for 2012, after many years of being groomed for the position. She currently lives in Kamloops, British Columbia with her husband, and works as a high school Social Studies and English teacher.



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Connie Carney - Sponsorship Profile

- 2 time UMC finisher
- Former UMC record holder (Women 50-59)
- 10 Ironman finishes
- More than 18 years of triathlon experience
- Extensive fundraising and sponsorship experience in industry, government and academia

Background

Connie has over 30 years experience writing, negotiating and administering license agreements. She has an extensive background in identifying and developing new business opportunities, including project management experience. Along with Connie's personal triathlon background, she has work experience in a variety of sectors including medicine, biotechnology, information technology and the nuclear industry.

Steve King – Race Announcer



Profile

Steve King has a B.Sc. degree in Health and Human Services and is a Registered Clinical Counselor. He is an avid runner and triathlete who has held six national age group records, has raced at Ironman and Ultraman triathlon distances and has been a member of Canada's national 100km team. In 2001 he became only the second Canadian ever to finish the 135 miles Death Valley race. He was the publisher of 'Tri-Fit Quarterly', a national triathlon magazine, author of a triathlon training log and a CBC colour commentator for the sport of triathlon. He is also the race announcer for a number of events that have included Ironman Canada.

Rick Kent – Photographer & Technical Advisor



Rick Kent, became a professional sports photographer after being diagnosed with Multiple Sclerosis in August 2002. He is a public speaker for MS Lifelines Ambassadors. He has had a long and distinguished career as an Ultra Distance Athlete including: 5 time finisher of RAAM (4th place '92), 3 time finisher of Furnace Creek 508 Mile Cycle Race (2nd – '91), 48 marathons, 7th person ever to cross continental USA in under 9 days by bike, 3 Ultraman Hawaii, 1 Ultraman Canada and officially finished 2003 Paris – Brest – Paris 1200 KM Cycling Event despite having MS. Former World Record for 24 Hour Road Time Trial, Former USA National Record Holder – 100 KM Time Trail (Track). As a photographer he has photographed over 200 events including Ironman Canada, New York City Marathon and has 4 magazine covers to his credit.



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RACE CAPTAINS

Race Director	Steve Brown
Assistant Race Director	Alexis Brown
Bike Course	Ed Marbach
Bike Tech Support	Frank Perrier
Course Officials	Al Kidd
Equipment	Chuck Edwards
Food	Maria Brown
Massage	Wayne Still
Medical	Chantal Tadey
Registration	Hal Hicks
Run Course	Doug Dean
Sponsorship	Connie Carney
Swim Course	Shelie Best

Sponsorship Summary

Thank you for considering sponsorship with Ultraman Canada 2012. Being a sponsor of our event offers a unique opportunity for advertising, branding and marketing. We understand that in today's challenging economy, each sponsorship agreement is something to be cherished and we want to provide support our sponsors accordingly over the long term. Suggestions on how you can share the experience by participating with us as a corporate sponsor:

STRATEGIC BENEFITS OF SPONSORSHIP

Become involved with one of the premiere international endurance events held each year in Canada. Ultraman Canada began back in 1993 with a field of 16 athletes and has now grown to a fully subscribed event with a waitlist of two years. While the number of athletes per event is limited to 35, they are supported by their own race crews of a minimum of three people. On site spectator involvement has also increased with numbers in excess of 300. If considering the Ultraman Facebook site and Twitter updates, online spectator participation has increased to in excess of 1,000.

Position your organization with an attractive demographic. Triathletes' average income is estimated to be at least \$70,000 per annum. More than 87% of triathletes have graduated from college or university and approximately 30% have a Masters degree or higher. A recent USAT survey of multi-sport athletes found that triathletes spend on average more than \$3,500 on sporting goods/athletics per year including:



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38% value their bikes at \$3,000 - \$ 5,000

30% spend \$90 to \$200 on swim equipment per year

25% spend \$1,000 - \$3,000 on bike equipment per year

55% spend \$300 - \$500 on running gear per year

70% spend between \$ 1,000 - \$1,500 on nutrition products and nutrition aid products per year

Profile your organization with a healthy outdoor lifestyle coupled with a desire for lifelong multisport fitness with swimming, cycling and running. All three sports build on personal commitment to building cardiovascular endurance, aerobic strength and strategic focus.

How to Support the Three Day Ultraman Canada Event

Community Sponsor \$250 - \$500

- Corporate logo on bike and run course mileage markers
- Thank you poster with logo in prominent areas each day of the event
- Opportunity to provide product in our race/volunteer packages
- Named Thank You announcement during the event
- Acknowledgement of sponsorship support within a post event local newspaper or radio ad

Bronze Level \$500 - \$1,000

- Corporate logo on registration site (Active.com)
- Corporate logo on Crew T-shirts
- Recognition of sponsorship on all three race days
- Corporate materials placed in all athletic bags
- UMC website recognition link ALL YEAR

Silver Level \$1,000

- Corporate logo on registration site (Active.com)
- Corporate logo on all registration forms
- Corporate logo MEDIUM on Crew T-shirts
- Recognition of sponsorship on all three race days
- Corporate materials placed in all athletic bags
- UMC website recognition link ALL YEAR
- Opportunity to contribute to Point of View articles and company adverts on UMC website
- Booth set up at event promoting your company
- Company and product mentions on PA system during three day event

Gold Level \$2,000

- Corporate logo on registration site (Active.com)
- Corporate logo on all registration forms



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- Corporate logo LARGE on Crew T-shirts
- Recognition of sponsorship on all three race days
- Corporate materials placed in all athletic bags
- UMC website recognition link ALL YEAR
- Opportunity to contribute to Point of View articles on UMC website
- Booth set up at event promoting your company
- Company and product mentions on PA system during three day event
- Prominent signage at Finish Line/Transition area
- Prominent signage at Athletes Breakfast and Awards Banquet
- Company message and Weblink included in emails sent to participants

Product Donations

If your company cannot provide a monetary donation, we would also be pleased to consider product donations and link them to the appropriate contribution levels listed above.

Did We Miss Something?

We would love to hear your creative ideas. If you have a sponsorship idea to contribute to the event, please contact us.

Comments and questions about this sponsorship package can be directed to:

Ultraman Canada Sponsorship Coordinator

Connie Carney

mconniecarney@gmail.com

Visit us online at www.ultramancanada.com

Or on Facebook page at www.facebook.com/groups/ultraman



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