



Marketing Investment Opportunities

IN-KIND Sponsor: Service or Gift Certificate

Your business name will be marketed by being placed on:

- the LRTC website which is also linked with Laconia Athletic & Swim Club's website (over 3000 hits per month) and the website of the USA Triathlon.

BRONZE Sponsor: \$250

Your business name will be marketed by being placed on:

- the LRTC website which is also linked with Laconia Athletic & Swim Club's website (over 3000 hits per month) and the website of the USA Triathlon.
- club t-shirts and other team clothing provided by LRTC (not including the racing uniform)

SILVER Sponsor: \$500

Your business will be marketed by placing your logo more prominently on:

- club t-shirts and other team clothing provided by LRTC (not including the racing uniform)
- our website with a link to your business
- brochures placed in goodie bags for any race sponsored by LRTC (currently Wow Fest)

GOLD Sponsor: \$1000

In addition to the marketing opportunities listed in the lower tiered sponsors, you will receive additional marketing exposure for your business by having:

- your logo with a link to your business placed on every page of the LRTC website
- your logo will be placed on the centrally located LRTC info board at Laconia Athletic & Swim Club (LASC) which has an average daily traffic count of 500

PRESENTING Sponsor: \$1500

This is our highest level of sponsorship available to local lakes region businesses.

In addition to all of the benefits received by the lower tiered sponsors, you will receive distinctive additional marketing exposure for your business by having:

- your logo placed on the official LRTC banner which is highly visible at all local races
- your logo placed on all LRTC racing uniforms worn by all members at local races, making your logo highly visible and often photographed by the media
- your logo will be placed most prominently on all team clothing provided by LRTC; t-shirts, sweatshirts, etc.
- your logo will be the most prominently placed on the info bulletin board at Laconia Athletic & Swim Club (LASC) which has an average daily traffic count of 500
- the ability to have information regarding events/specials that your business offers throughout the year, sent via email to LRTC members and on LRTC facebook page which is connected to LASC's fb page