



# TRI-NOW events



**2025 OWSCA  
SPONSORSHIP GUIDE**



SHARE YOUR VISION

# CONNECT YOUR BUSINESS WITH THE GO-GETTERS OF THE WORLD.

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When you sponsor a Tri-Now Events® race, you're sharing your message directly with some of the most successful people around. And we know that once they become passionate about something, they stick with it.

So let's start building those relationships today!



Average Age:

38

REACH YOUR AUDIENCE

DID YOU KNOW?

Triathletes spend up to 50% of discretionary income on bikes, fitness clothing, shoes and race entries.

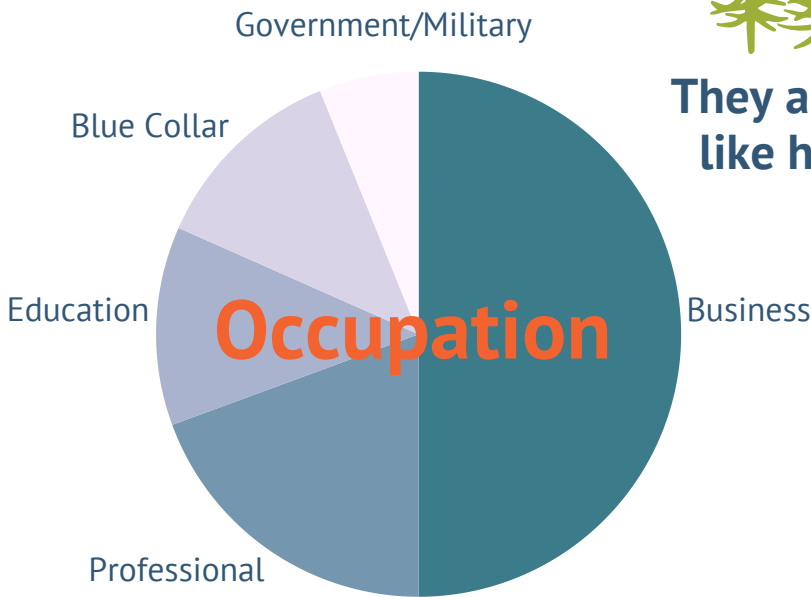


70% Are Married

Average Income: \$126,000



They also enjoy outdoor activities like hiking, camping and skiing.



87% Are College Educated



60% Are Male

40% Are Female

\*Stats from 2023 USA Triathlon Industry Report



July 13, 2025

Cedar Hill State Park, TX



# Title Sponsor

\$2,750

- Exclusive Title Sponsor: Open Water Swim Challenge & Aquathlon Presented by "Your Company/Logo"
- Premier Recognition in Event Marketing Campaign
- Title Sponsor Listing on *OWSChallenge.com* and *Tri-Now.com* (*events page*)
- Banner Ad on *OWSChallenge.com* and *Tri-Now.com*
- Logo on Event Towel
- Logo on Course Maps
- Weekly Mentions and/or Shares on Related Tri-Now Social Media Posts
- Title Logo on Swim Caps\*
- Recognition from Stage at All Award Ceremonies
- Banner Display at Transition and Finish Line
- Opportunity for Items in race packets
- Premium Vendor Space at Finish Line
- Seven (7) Complimentary Race Entries for Company Friends/Employees

## WHO WILL ENGAGE WITH YOUR BRAND AT THIS EVENT?



- 375 Athletes
- 25 Volunteers
- 700 Spectators

\*must be committed by 2/28/2025 for logo inclusion on swim caps

Contact Debra@Tri-Now.com to sponsor today!





## Gold Sponsor

\$1,500

- Prime Recognition in Event Digital Marketing Campaign
- Gold Level Recognition with Logo on *OWSChallenge.com* and *Tri-Now.com*
- Gold Level Logo Placement on Event Towel
- Logo on course maps
- Six (6) Mentions and/or Shares on Related Tri-now Social Media Posts
- Recognition from Stage at Race
- Opportunity for Banner Display at Transition
- Opportunity for Items in race packets\*
- Vendor Space at Finish Line
- Five (5) Complimentary Race Entries for Company Friends/Employees



## Silver Sponsor

\$850

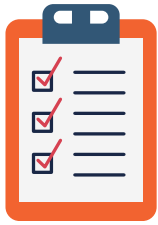
- Prominent Recognition in Event Digital Marketing Campaign
- Silver Level Recognition with Logo on *OWSChallenge.com*
- Silver Level Logo Placement on Event Towel
- Name on course maps
- Recognition from Stage at Race
- Three (3) Mentions and/or Shares on Related Tri-Now Social Media Posts
- Opportunity for Banner Display at Transition *or* Finish Line\*
- Opportunity for Items in Adult and Kid Goody Bags\*
- Vendor Space at Finish Line
- Three (3) Complimentary Race Entries for Company Friends/Employees



## Bronze Sponsor

\$500

- Recognition in Event Digital Marketing Campaign
- Bronze Level Recognition on *OWSChallenge.com*
- Bronze Level Logo Placement on Event Towel
- One (1) Mention and/or Share on Related Tri-Now Social Media Post
- Recognition from Stage at Race
- Opportunity for Banner Display at Finish Line\*
- Opportunity for Items in race packet
- Vendor Space at Finish Line
- Two (2) Complimentary Race Entries for Company Friends/Employees



# Additional Opportunities

## A La Carte Sponsorship Options Per Race

### Website Sponsor

Your Logo and Reciprocal Link Featured on Event Website good for 12 months.

\$200

### Swim Cap Sponsor\*

Your Logo Printed on all Participants' Swim Caps

\$750

### Bib Sponsor\*

Your Logo on all Participants' Run Bibs

\$350

### Ice Sponsor\*

Banner Ad and Name and Sponsor Category Listed on Event Website

\$350

### Water Sponsor\*

Name and Sponsorship Category Listed on Event Website

\$500

### Athlete Food Sponsor\*

Signage at Athlete Food Tent, Name and Sponsor Donation Category of Athlete Lunch Listed on Event Website

In-Kind

Donation of Athlete Lunches

### Vendor Space

One (1) Booth Space at Finish line

\$100



\*One Sponsor Per Race Only

Contact [Debra@Tri-Now.com](mailto:Debra@Tri-Now.com) to sponsor today!



CUSTOMIZE OPTIONS

## NEED SOMETHING A LITTLE DIFFERENT?

We can also create a tailored sponsorship package to fit your unique vision.



Contact [Debra@Tri-Now.com](mailto:Debra@Tri-Now.com) to discuss additional opportunities today!

