



# TELSTRA TRIATHLON SERIES 2011/12

## Event Info

The 2011/12 Telstra Triathlon Series is the 11<sup>th</sup> anniversary of the series and is shaping up to be bigger and better than ever. It once again is home to the Pursuit Series and the Enticer Series.

This season sees the 5 races spread out over 4 exciting locations. There will be events both north and south of the river including the thrilling City of Perth race and racing at the purpose built Champion Lakes Rowing facility. The 2011/12 series is shaping up to be a fantastic season with high pace quality racing.

The Series is held from December to March 2011/12, with increasing numbers each year the experience they receive is of the highest standard.

## Event Expo

At each of the Telstra Triathlon Series Races there are opportunities to display and set up stalls presenting retailers with the perfect chance to interact directly with approximately 1,000 triathletes (at each event) who buy and consume your products. It is the most cost-effective way to reach your target market, as well as it being a perfect platform for recruiting new customers and strengthening relationships with existing clients.

### Expo Options

Option 1:	Stall Space (providing your own 3m x 3m marquee)	\$200.00
Option 2:	3m x 3m marquee <i>Price includes 2 chairs and 1 trestle table</i>	\$500.00

Extra Items:	Trestle Tables (per table)	\$16.50
	Round Tables (per table)	\$15.00
	Chairs (per chair)	\$3.00

*Bump in occurs 2 hours prior*

## Sponsorship Opportunities

TriEvents have a number of sponsorship opportunities available at various levels. We are able to offer valuable leveraging opportunities for your organisation to ensure that you get the best return on your investment. Sponsorship is an integral part to many organisations especially in the sports industry, and sends a positive message to the community about the organisations interest in giving back.

By having the company name or logo printed on advertising material the sponsorship brings recognition to the brand and increases product awareness. It is a good way to associate your brand with the values represented by this particular sport.

If you are interested in becoming an Event Sponsor please contact TriEvents on 08 9204 1899.

## Participant Pack

Each participant who enters the Telstra Triathlon Series will receive a race pack upon registration pack collection. The participant registration pack is a great opportunity to provide information about your products and services for participants.

Option 3	Per Race - Include Information Flyer or Product Sample for 1000 Participant Packs*
	Complete Series – Include Information Flyer of Product Sample for 1000 Participant Packs*

*\*This does not include production of DL flyers; companies requesting inclusion in participant packs must provide the DL's.*

## Website Advertising

The Telstra Triathlon Series has its own customized website which allows participants to easily access event information. The site has regular traffic passing through which increases closer to the event. In the 2010/11 season there were 21,338 unique visitors to the site from the beginning of the season, December through till the end of the season, April. This is an excellent way to reach your target audience at minimal cost.

Option 4	Website Advertising (maximum 3 advertisements)
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## Schedule of Events 2012

Date	18 Dec 2011	14 Jan 2012	29 Jan 2012	4 Mar 2012	25 Mar 2012
Event	Race 1 - Hillarys #1 Triathlon	Race 2 - City of Armadale Triathlon	Race 3 - City of Perth Triathlon	Race 4 - City of Rockingham Triathlon	Race 5 - Hillarys #2 Triathlon

## Questions and Contact Information

Questions regarding exhibiting and promotion can be directed to Frances Quick 08 9204 1899 or [frances@trievents.com.au](mailto:frances@trievents.com.au). During the event weekend Frances can be contacted on 0438 770 260. All applications for exhibiting must be received the week before the event.

## Contact Details

Name \_\_\_\_\_ Organisation \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ Postcode \_\_\_\_\_

Contact Number \_\_\_\_\_ Mobile \_\_\_\_\_

Contact Person & Number on the Event Day \_\_\_\_\_

Expo Options	Quantity	Cost	Total Cost
Expo Option 1		\$200	
Expo Option 2		\$500	
<b>Expo Extra Items</b>			
Trestle Tables		\$16.50	
Round Tables		\$15	
Outdoor Chairs		\$3	

Option 3 - Participant Packs	Selection		Total Cost
Include Flyer or DL	<input type="checkbox"/> \$110 (per race)	<input type="checkbox"/> \$495 (series)	

Option 4 - Website Advertising	Number of Months Advertising			Total Cost
	3 Months	6 Months	12 Months	
3 Advertisements on Event Website	\$250	\$450	\$800	

TOTAL: \_\_\_\_\_

## Payment

Payment Type      VISA                                      Mastercard                                      Cheque/Money Order

Cardholder Name \_\_\_\_\_

Card Number \_\_\_\_ - \_\_\_\_ - \_\_\_\_ / \_\_\_\_ Expiry Date \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_

Form can be returned by post, fax or email: P: PO Box 1960, Osborne Park DC WA 6916. E: [frances@trievents.com.au](mailto:frances@trievents.com.au). F: 08 9204 1877

Event Expo & Promotion