



## REQUEST FOR SPONSORSHIP FOR 2012

T3Multisports Youth Triathlon Academy (T3MYTA), based in Round Rock, Texas, is a 501(c)3 (pending). T3MYTA's mission is to promote fitness and a healthy lifestyle among our youth. It promotes a team concept through club membership in the Round Rock/Austin area, in order to increase the level of participation in the sport of triathlon and build camaraderie among our youth. Our young athletes will train and participate at the local level and some will compete at state, national and international level. T3MYTA athletes range between 7-19 years of age and possess a strong desire to compete at the highest levels in triathlon. Youth are introduced to the sport, trained by a professional coaching staff that is committed to developing the whole athlete to include character development, sportsmanship, respect for others and becoming students of the sport of triathlon.

### Goals:

- Create an environment that fosters the participation of youth in the sport of triathlon, cycling and running. Encourage young people to get involved in a healthy lifestyle and a sport that requires skill in multiple disciplines.
- Establish an organization that responds to the emerging need of our youth to get involved in a sport that not only teaches how to multitask but also develops their motors skills and through training and competition gives them a sense of accomplishment.
- Develop a parental support network that encourages youth to participate and be a part of T3Multisports Youth Triathlon Academy. This sport helps develops interpersonal skills, communication among peers and creates an environment for youth to explore fitness within their own peer group. It also allows parents to be involved with their children in a positive and meaningful way,
- Work towards getting the sport of triathlon recognized in the high schools and colleges; ultimately becoming recognized by the NCAA as a collegiate sport.
- Increase the recognized talent pool of young triathletes for future international competition representing the USA. This increases the number of youth to young adults that grow up in the sport versus finding collegiate talent in swimming and running to transform them into world class triathletes after a collegiate career closes.



## REQUEST FOR SPONSORSHIP

We are requesting funding for the 2012 season. The sponsorship will be used to:

- Conduct age appropriate triathlon training for youth age 7-19.
- Operate an outreach program for disadvantaged youth with equipment and training.
- Support local youth triathlons and encourage race directors to put on a race series.
- Create a Youth Triathlon Race Series and Summer camp.
- Manage the T3Multisports Youth Triathlon Academy website. [www.T3Multisports.com](http://www.T3Multisports.com)
- Conduct development sessions for youth athletes with featured guest speakers and coaches.
- Create effective marketing & promotional materials.
- Support the travel of the Austin/Round Rock youth triathlon team to the 2012 USAT National Championship.

### TOTAL FUNDING REQUEST: \$20,000

#### **GOLD SPONSORSHIP - \$5,000**

- Logo placement on all marketing and advertisement.
  - o Official club cycling jersey.
- Logo and link on official website: [www.T3Multisports.com](http://www.T3Multisports.com)
- Logo on team banner
- Inclusion of promotional flyer of product in all youth race packets.

#### **SILVER SPONSORSHIP - \$2,500**

- Logo placement on selective marketing and advertisement.
  - o Official club cycling jersey.
- Logo and link on official website: [www.T3Multisports.com](http://www.T3Multisports.com)
- Inclusion of sample product in all youth race packets at all series races.
- Inclusion of promotional flyer of product in all youth race packets.

#### **BRONZE SPONSORSHIP - \$500**

- Logo on team t-shirts.
- Logo and link on official website: [www.T3Multisports.com](http://www.T3Multisports.com)

#### **FRIENDS of T3MULTISPORTS – ANY CASH CONTRIBUTION**

- Logo and link on official website: [www.T3Multisports.com](http://www.T3Multisports.com)

Thank you in advance for your generous support of our program!



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