

2017 TYATHLON EVENT SPONSORSHIP PROPOSAL

5th Annual Mahopac

TYATHLON

2017
MAHOPAC, NY

September 9

2 Events in Support of Childhood Cancer Research

5K

WALK/RUN

Family-Friendly

All Ages Welcome

Out and Back on East/North Lake Boulevard



TRI

SWIM/BIKE/RUN

.25 Mile Swim

Sandy Beach on Lake Mahopac

10.5 Mile Bike

2 Laps Around Lake Mahopac

3 Mile Run

Out and Back on East/North Lake Boulevard



The logo for the TYATHLON RACE COMMITTEE features a purple circle with the text "TYATHLON" on the top line and "RACE COMMITTEE" on the bottom line. This circle is centered on a horizontal purple bar that spans the width of the page.

TYATHLON
RACE COMMITTEE

In addition to our primary goal to raise funds for the TLC Foundation, the **TYATHLON** Race Committee has another priority, which is to make these endurance events an annual activity in our hometown. As such, we intend on having as many as 500 participants between the Triathlon and 5K. For every athlete, there will be friends and family that come to support them. This will be a very family friendly event.

The Mahopac community is always looking for something positive to offer its residents. The police and public officials have been very welcoming and eager to work with us to make this successful and safe. We are excited to bring the community together to support this important cause and are happy to offer you an opportunity to be an integral part of this inspiring event through sponsorship.

The Tri...As a shorter sprint distance triathlon, this race will appeal not only to seasoned triathletes, but also to beginners who show new interest in this rapidly growing sport.

Race registration is available through [Active.com](https://www.active.com) (via SuperTy.org), a website with a national audience, so, in addition to many local participants who will see your name on this great event, there will be others from surrounding areas that may be getting their first introduction to Mahopac and your business.

The TLC Foundation is a highly recognized non-profit in Mahopac and beyond, allowing visibility for your company by leveraging their large online community, including:

- [SuperTy.org](https://www.superty.org) and [thetlcfoundation.org](https://www.thetlcfoundation.org) which has generated 6.5 million hits in 4.5 years
- Facebook, which has more than 20,600 "likes"
- Twitter, with more than 1,900 followers
- And Instagram, which has approximately 1,300 fans

Included in this packet are different sponsorship opportunities, and if your business, group or family has something else they would like to offer, we would be eager to hear about it. Approximately 500+ participants, spectators, friends and family are expected between the Triathlon and 5K. More significantly, all sponsors will be mentioned in press materials, calendar listings and social media posts. Depending on your level of sponsorship, your company logo can be prominently displayed in various locations. Feel free to contact us if you are interested in tailoring a special package to meet the unique needs of your business.

Thank you for your enthusiasm. We look forward to working with you to bring this community event to fruition.

Sincerely,

The **TYATHLON** Race Committee

SOCIAL MEDIA



20,600 Followers

"The work your family has done to benefit childhood cancer is phenomenal."



1,900 Followers

"Thank you for spreading awareness and helping to #curechildhoodcancer."



1,300+ Followers

IN THE NEWS

"Cindy Campbell's son Ty was diagnosed with brain cancer when he was 2 years old and lost his battle just after his fifth birthday. Soon after, Cindy realized that she needed to raise money for the thousands of children just like Ty."

-Katie Couric Show, The Power of Moms

"Before they lost Super Ty, as they call him, the couple knew they would raise money to help find more effective treatments for childhood cancer."

-Today Show with Kathie Lee and Hoda

"The Muddy Puddles Project helps remind parents to stop sweating the small stuff and focus on what truly matters, but it also funds the Ty Louis Campbell (TLC) Foundation in support of childhood cancer research."

-The Doctors

"Campbell's mother, Cindy, blogged almost every night, sharing intimate details about her son's medical condition and philosophical discussions on the nature of love, hope and grief with thousands of readers."

-The Journal News

"Sending my condolences to the family of Ty Louis Campbell, a brave 5-year-old boy who lost his battle with cancer. I only wish I heard about this warrior sooner. I would have loved to shake his hand."

- Chris Evans, Actor, Captain America

"Little Ty Campbell and his brave mother have made a deep impression on my spirit. Ty has definitely earned his angel wings, and I hope he sees the change he made in the world as he soars through the heavens."

-Yahoo Voices

"Raising Awareness for Pediatric Cancer. Learn about The Muddy Puddles Project, a celebration of children and childhood that arose after a family's tragic loss to pediatric cancer."

-USA Today

ABOUT THE TLC FOUNDATION

THE MISSION

The Ty Louis Campbell Foundation is a nonprofit organization (EIN: 45-1858390) that funds innovative research and clinical trials specifically geared toward the treatment of the most aggressive childhood cancers. Our mission is to help fund the intelligence and technology that will improve long-term survival rates and minimize side-effects for children diagnosed with the deadliest cancers, while helping to care for families when their child is in treatment by providing financial assistance and uplifting experiences.

THE REASON

Pediatric cancer is the number one cause of death by disease among children. It doesn't discriminate. It happens at random sparing no ethnic group, socio-economic class or geographic region. There is no known cause or prevention for most childhood cancers. One out of five children diagnosed do not survive, and the average age of death is only eight years old. Pediatric cancer patients are robbed of their childhood fighting this disease, and then many, if they survive the toxic medication, are robbed of their future by lifelong side effects. We are committed to changing these statistics.

OUR INSPIRATION

We call him SuperTy because he was our little fighter. Ty Louis Campbell graced this earth for five beautiful years, and before he left he made it a better place to live. He made an astounding impact on all who heard his story. He inspired a community of hundreds of thousands to make the most of their lives and to rally against the evils of childhood cancer by raising awareness.

Ty was astoundingly beautiful and always quick to smile. His sheer magnetism developed not because of the cancer that consumed him, but rather his love for life that defined him.

For Ty, we will uncover better treatment options for children. Treatments that work without robbing children of their childhood. Until then, we ask you to do this in his honor...

"Let your kids jump in muddy puddles whenever they want. Let them get wild with finger paints and glitter. Soon they'll be all grown up and see the dirty clothes and wet shoes as nothing but a nuisance."





SPONSORSHIP
OPPORTUNITIES

| WHAT'S INCLUDED | SILVER \$300 | GOLD \$500 | PLATINUM \$1,000 | SWIM CAP \$1,500 | TITLE SPONSOR TBD |
|---|-----------------|---------------|---------------------|---------------------|-------------------------|
| PERSONALIZED "THANK YOU" LETTER, AND 2 EVENT T-SHIRTS FROM THE TLC FOUNDATION | YES | YES | YES | YES | YES |
| SPONSORSHIP REFERENCE IN ALL PRINTED LITERATURE AND DIGITAL MATERIALS | | YES | YES | YES | YES |
| LARGE COMPANY LOGO PROMINENTLY DISPLAYED ON BACK OF EVENT T-SHIRT AND FINISH LINE | | YES | YES | YES | YES |
| EXCLUSIVE DEDICATED VERTICAL SIGN AT FINISH LINE AND AWARDS STAGE | | | YES | YES | YES |
| LOGO FEATURED ON ACTIVE.COM REGISTRATION PAGE | | | YES | YES | YES |
| PERMISSION TO DISTRIBUTE SAMPLES OR BROCHURES ON-SITE | | | YES | YES | YES |
| 5 GRATITUDE POSTINGS PER SOCIAL MEDIA CHANNEL (IG, FACEBOOK AND TWITTER) | | | YES | YES | YES |
| LOGO FEATURED ON ONE SIDE OF ALL SWIM CAPS | | | | YES | |
| ADDITIONAL PROMOTIONAL ITEMS TO BE DISCUSSED | | | | | YES |

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TYATHLON

2017
MAHOPAC, NY

September 9

SPONSORSHIP AGREEMENT

COMPANY

COMPANY REP

RACE TEAM REP

PHONE

ADDRESS

EMAIL

SPONSORSHIP LEVEL *

COST

T-SHIRT SIZE**

MEN'S QTY

WOMEN'S*** QTY

Silver

\$300

Small

Gold

\$500

Medium

Platinum

\$1,000

Large

Swim Cap

\$1,500

X-Large

Title Sponsor

TBD

2X-Large

N/A

2 t-shirts included with each sponsorship. *Women's tees are fitted. For a looser fit opt for a Men's tee.

SPECIAL INSTRUCTIONS:

*Send company logo in vector format to mterrazas@SuperTy.org by the August 18, 2017 deadline.

CHECK ENCLOSED

Yes

No

AMOUNT

MAIL TO: THE TLC FOUNDATION • 1787 Route 6, Carmel NY 10512 • 845.204.5447