



# SCORETHIS!!!

A Race Production & Management Company

## { COACHING SPONSORSHIP } (Single Event)

### WELCOME!!!

Score This!!! is one of the largest race production companies in the Northeast and has been producing running and triathlon events for over 16 years. With over 12,000 registrations each year, Score This!!! offers many unique partnership opportunities for businesses of all sizes interested in targeting this high caliber group of athletes and spectators.

### THE COVETED TRIATHLETE DEMOGRAPHIC

- 81% 18-49 age demo
  - Largest age groups: 30-39 & 40-44
  - Median age: 38
  - 59.6% male - 39.5% female
  - 98% have attended college
  - 67% are business & community leaders between 30 & 50 years old
  - 45% have a post-grad. degree
  - Average HHI: \$126,000
  - 93% gave purchasing advice in the past year to an average of 12 people
- Spending (discretionary income):**
- 50% of dollars spent on bikes & bike equipment
  - 17% of dollars spent on race entry fees
  - 8% of dollars on fitness clothing
  - 11% of dollars on athletic shoes
  - \$2,274 spent on bikes in past 12 mos.
  - \$277 spent on nutritional supplements

### SPONSORSHIP OFFERINGS

Score This!!! offers a wide range of sponsorship packages to best fit your needs and budget. Position your brand in front of thousands of participants and spectators of one of the fastest growing sports in the world through at-event marketing elements, various media outlets including print, web and e-mail advertising and even direct communication with these athletes.

### COACHING SPONSORSHIP

We are currently seeking coaching sponsors that would like to gain direct reach to our participants to market their services to targeted potential clients. Coaching sponsors will receive all event marketing sponsorship elements for all events within the series for a highly rebated sponsorship investment.

### COMMUNITY INVOLVEMENT

Score This!!! is involved with many different local and regional charities like Girl Scouts of America , Yates County American Red Cross, and many local fire departments and police departments.

### SPONSORSHIP BENEFITS

- Inclusion in pre-event emails to participants
- Logo & weblink on Score This!!! website
- At-event marketing space
- Banner Rights
- Packet Pick Up Rights
- PA Announcements

SOME PEOPLE DREAM  
OF SUCCESS WHILE  
OTHERS WAKE UP  
AND ACHIEVE IT.

For more information call 716-940-6294 or log on to [www.score-this.com](http://www.score-this.com)