



# SCORETHIS!!!

A Race Production & Management Company

## { RESULTS SPONSORSHIP OVERVIEW }

### 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.

### RESULTS SPONSORSHIP

Everyone loves to check out their results to see how they did in their race, what place they got overall, or in their age group, etc. This is a great opportunity for your business to be seen on all of the results pages for every event. Anywhere the athletes can find their times, they find your business.

### 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

- Logo inclusion on all results pages, results tent & watch this!!!
- Logo on sponsored event race shirts
- Logo inclusion on all print & web advertising
- Inclusion in unique E-blasts to all participants in database
- 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

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

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## { 2011 SPONSORSHIP OPPORTUNITIES }

	Company Wide Series Sponsor (Includes all 5 series)	Results Sponsorship	ST Multisport	Running Series	Duathlon Series	LearnThis!!! Series	ST Multisport Kids
• [Title] Naming Rights of Series "Your Company XX Series"	!!!						
• [Presenting] XX Series "Presented by" your company	!!!						
• *Logo inclusion on Fencing, Flags, Tents	!!!						
• Logo inclusion on all results pages, results tent & watch this!!!	!!!	!!!					
• Logo on sponsored event race shirts	!!!	!!!	!!!	!!!	!!!	!!!	!!!
• **Logo inclusion on all print & web advertising	!!!	!!!	!!!	!!!	!!!	!!!	!!!
• Inclusion in unique E-blasts to all participants in database	!!!	!!!	!!!	!!!	!!!	!!!	!!!
• Inclusion in pre-event emails to participants	!!!	!!!	!!!	!!!	!!!	!!!	!!!
• Logo & weblink on Score This!!! website	!!!	!!!	!!!	!!!	!!!	!!!	!!!
• At-event marketing space	!!!	!!!	!!!	!!!	!!!	!!!	!!!
• Banner Rights	!!!	!!!	!!!	!!!	!!!	!!!	!!!
• Packet Pick Up Rights	!!!	!!!	!!!	!!!	!!!	!!!	!!!

\*(ONLY TITLE & PRESENTING SPONSORS OF EACH SERIES GETS THEIR LOGO ON FLAGS)

\*\* (ONLY TITLE & PRESENTING SERIES SPONSORS RECEIVES THEIR LOGO ON ALL PRINT/WEB ADVERTISING IN PREMIER & TOP TIER POSITION)

For more information call (716)310-7371 or log on to [www.score-this.com](http://www.score-this.com)