



SPONSORSHIP OVERVIEW

EVENT OVERVIEW

In 2015, the FS Series Team will produce 70+ events in a variety of sports including triathlons, duathlons, open water swims and various types of running events. The FS Endurance Series is comprised of 11 endurance events held throughout the Raleigh-Durham region.

PARTICIPANT DEMOGRAPHICS

- 81% 18-49 age demo
- Largest age groups: 30-39 & 40-44
- Median age: 38
- 60% male – 40% female
- 98% have attended college
- 45% have a post-grad degree
- Average HHI: \$126,000
- 93% gave purchasing advice in the past year to an average of 12 people

SPONSORSHIP SUMMARY

We offer various sponsorship levels including series wide sponsorships, which allow you to participate in multiple events throughout the year held across the state and region. For companies interested in smaller opportunities, we offer single event sponsorships tailored to fit your marketing needs and parameters. With over 30,000 healthy minded athletes in our database, there are great opportunities to increase your brand recognition through sponsorship.

VENUE INFORMATION

Events span the Raleigh-Durham region and surrounding areas, taking place in some of the most scenic parks in the state. Not limited to open spaces, some of the largest FS Series races take place in heavily populated areas such as downtown Raleigh, North Raleigh and Wakefield.

COMMUNITY AND CHARITABLE BENEFITS

Every single event in the FS Series benefits important charities in the communities where we work. In 2014, we estimated well over \$300,000 in charitable funds raised through the events produced, timed or owned by FS Series.



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The following packages offer an assortment of sponsorship elements to increase your brand recognition across multiple platforms, including at-event, digital and traditional marketing. The sponsorship packages below can be customized at your request.

SPONSORSHIP ELEMENTS	Title Sponsor	Presenting Sponsor	Results Sponsor	Series-wide Sponsor	Single Event Sponsor
At-Event Branding	SOLD				
First position naming	✓				
Second position naming		✓			
Results naming rights			✓		
Logo on awards	✓	✓			
Logo on finish flags	✓	✓			
Event signage rights	✓	✓	✓	✓	✓
Finish line festival space	✓	✓	✓	✓	✓
Goody bag inclusion	✓	✓	✓	✓	✓
PA announcements	✓	✓	✓	✓	✓
Web, Email, Social & Direct Marketing					
E-blast inclusion to participants	✓	✓		✓	
E-newsletter inclusion	✓	✓	✓	✓	✓
Logo inclusion in official program	✓	✓	✓	✓	
Web logos and URL links	✓	✓	✓	✓	✓
Web sponsor promotions	✓	✓		✓	
Traditional Advertising					
General ad buys logo inclusion	✓	✓	✓	✓	
Face Value Sponsorship Adds					
Comp entries	✓	✓	✓	✓	✓