

CRYSTAL COAST



TRIATHLON

Saturday, May 9, 2020 | Beaufort, NC
CrystalCoastTri.com

We are excited to announce the 2nd Annual Crystal Coast Half Booty Triathlon which we believe is the "Best new event in North Carolina!"

The Half Booty triathlon consists of a 1.2 mile swim, 56 mile bike, and 13.1 mile run.

For racers who are looking for something different we also offer a Relay and Aqua-Bike Race.

In 2019, as a not-for-profit race with the support of our great sponsors, we fulfilled our goals and donated \$40,000 to local charities.

We expect with additional sponsors and increased number of racers to surpass that in 2020!

This event is produced by an all-volunteer Board of Directors led by Kazem Yahyapour and Cid Cardoso, founders of the Tobacco Road Marathon, with support from Jason Biggs and the FS Series Event Production team.

Our race has room to grow with space for up to 2,000 athletes with a projected 20% from North Carolina and the remaining from across the United States. Close to 5,000 spectators, 60% from out-of-town, will spend the weekend in Beaufort to watch the race.

Participants will make an average of 1.3 trips to the Beaufort area prior to the race for training and previewing the course. The main draw for this race is the location with approximately 70% of the athletes competing because of the location and 60% will likely return to the area for leisure travel after participating in the race.

Triathletes fit an upper-middle class socio-economic profile with an annual household income from \$60,000 to \$100,000+. USA Triathlon has found that athletes traveling for a race stay an average of 3.7 days and spend \$1,500, while their spectators stay an average of 3.3 days and spend \$1,200 in the surrounding area during race weekend. In 2020, with approximately 600 participants expected, this could generate an estimated \$2,430,000 from participants and visitors based on direct impact to the economy in Beaufort, Carteret County and the surrounding areas. In addition, this event can grow in subsequent years to have an economic impact of more than \$8 million in a single year.

The **Crystal Coast Triathlon is a 100% non-profit race**, meaning no members of the Board of Directors or the Race Director are paid for their work. Additionally, 100% of profits go to local charities such as the **Friends of the NC Maritime Museum** and the **Beaufort Boys & Girls Club**. We are excited to share our beautiful Crystal Coast with the world of endurance triathletes and are looking for sponsors to support the race. As a participating sponsor, your company gains access to our athletes and spectators before, during, and after the race. The race conducts year-round marketing targeting key geographic areas and audiences through online, email, print and in-store promotions at area stores in addition to cross promotion with other sponsors. **We hope you will consider supporting the Crystal Coast Triathlon.**

Event Questions - Sponsorship Inquiries
Contact Kazem Yahyapour | yahyapour5@aol.com | 919.280.9737



SPONSORSHIP



All sponsors receive:

- Company name on official race start/finish banner
- Logo with link on race website
- Can provide separate banner for start and/or finish areas
- Distribute materials in virtual race bags

CRYSTAL COAST TRIATHLON - TITLE SPONSOR \$20,000

- Naming of the triathlon
- 20 Complimentary entries into the race
- Company name on:
 - Marketing materials (print & digital)
 - Key mile marker & race locations (TBD)
 - Official race tee
 - Logo on race emails
- 10x10 Sponsor booth at Expo (optional)
- Sponsor booth at post-race party (optional)

EXPO SPONSOR \$15,000

- Naming of the Friday Expo & premier Expo booth placement
- 10 Complimentary entries into the race
- Company name on:
 - Marketing materials (print & digital)
 - Key mile marker & race locations (TBD)
 - Official race tee
 - Logo on race emails
- Sponsor booth at post-race party (optional)

GOLD SPONSOR \$4,000

- 4 Complimentary entries into the race
- Company name on:
 - Key mile marker & race locations (TBD)
 - Official race tee
 - Logo on race emails
- 10x10 Sponsor booth at Expo (optional)
- Sponsor booth at post-race party (optional)

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SPONSORSHIP



SILVER SPONSOR \$3,000

- 2 Complimentary entries into the race
- Company name on:
 - Official race tee
 - Logo on race emails
- 10x10 Sponsor booth at Expo (optional)

BRONZE SPONSOR \$2,000

- 1 Complimentary Relay entry into the race
- Company name on:
 - Official race tee
 - Logo on race emails
- 10x10 Sponsor booth at Expo (optional)

AID STATION SPONSOR \$500

- 1 Complimentary Relay entry into the race
- Company prominently displayed at aid station

EXPO BOOTH \$500

- 1 Complimentary Relay entry into the race
- Friday, May 8, 2020
- 10x10 Sponsor booth at Expo
- Table and 2 chairs provided

FRIEND OF THE RACE

- Monetary contributions and in-kind donations
- Recognition at Expo and race day

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RACE CREW



Kazem Yahyapour

Founder, City of Oaks Marathon, Raleigh, NC

Co-Founder, Tobacco Road Marathon, Cary, NC

Kazem is Owner and President of Auto Dealers Investments Inc. Since 2001, Kazem has made a successful transition from the corporate high-tech world to running his own finance company.

He was president of Raleigh's Wakefield High School Wolverine Athletic Booster Club and coach for the school's cross country team. He founded the City of Oaks Marathon, the Tobacco Road Marathon, and the Wakefield High School Just Think First 5K supporting a program to educate students about the dangers of Drinking & Driving.

Kazem has a true passion for running. Diagnosed with coronary artery disease in 2002, he started running to lose weight and improve his health. Within four months, he ran his first marathon at Myrtle Beach and has run the Boston Marathon 11 times.

Cid L. Cardoso Jr.

Owner, Founder, & President of Inside Out Sports, Cary, NC

Co-Founder, Tobacco Road Marathon, Cary, NC

Cid has been a lifelong athlete starting with age group swimming and cycling through college. After college he found the world of triathlon and endurance cycling. He has completed 20+ Ironman races many of which have qualified him for a slot at Ironman Hawaii. Cid has multiple podium finishes at triathlons throughout the state.

Through his store, Inside Out Sports, he has nurtured generations of runners and triathletes. They have been a sponsor of countless local races and race teams, as well as creating their own race series.

Together, with his long-time friend Kazem Yahyapour, the 100% not-for-profit Tobacco Road Marathon in Cary, NC was founded in 2010. In 2019, The Tobacco Road Marathon had its 10th running and surpassed \$1,000,000 in donations generated for their charitable partners.

FS Series

*Event Production and Timing Company
Raleigh, NC*

FS Series is co-owned by Jason Biggs, Brent Dorenkamp, and Marc Primanti. They time and direct over 75 running, swimming, triathlon and duathlon events throughout North Carolina.

Since 2006, FS Series has been a key player in the growth and development of the triathlon market. In their 12+ years producing events they have been selected by USA Triathlon, the governing body of all triathlon and duathlon events, to host National Championship races at their races.

FS Series provides a personal, yet professional, feel to their events. Their partnerships with city officials and law enforcement creates a safe environment for the runners and race crew.

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RACE CREW



Steve Tulevech

Owner & Operator, Town Creek Marina, Beaufort, NC

Steve Tulevech has been an owner/operator of Town Creek Marina in Beaufort, North Carolina since 1996. In charge of overseeing the full-service, family-owned marina as well as the service and repair of all boats, Steve's hands-on approach and attention to detail guarantees a quality experience and customer satisfaction.

Steve holds a Bachelor of Science degree in Biology from Union College and a Master of Science degree in Fisheries Science from the University of Rhode Island.

A United States Coast Guard licensed captain since 1984, Steve is also an avid runner, skier and fisherman. He lives in Morehead City, North Carolina with his wife, Carol, and their two children, Steven Jr. and Grace.

Carol Tulevech

Ship Store Manager, Town Creek Marina, Beaufort, NC

Carol earned a Bachelor of Arts from Colgate University. After working as a publicist for several book publishers in New York, she relocated to Morehead City, NC with her husband, Steve. Stints as a freelance publicist and preschool teacher followed until Carol began working full-time at Town Creek Marina in 2014, their family-owned and operated business in Beaufort, NC. She now manages the marina's Ship's Store as well as marketing and human resources while supporting all areas of the business.

A volleyball player at Colgate, Carol has coached her daughter on various volleyball teams and has run various 5K and 10K road races. She and Steve have two children.

Joshua Stoufflet

Joshua grew up in Chauvin, LA and earned a BS from Louisiana Tech University. While attending LA Tech, he became a certified personal trainer with the National Strength and Conditioning Association. In 2013 he received his Doctor of Physical Therapy from The University of St. Augustine. He is also a Bike Fit Pro with BikeFit systems and a level 1 weightlifting coach with USA Weightlifting.

Joshua is an avid multi-sport athlete, participating in a variety of fitness events including a relay across the English Channel with his alumni from Physical Therapy school, full distance (140.6mi.) triathlons such as Challenge Roth and Ironman Arizona, 10 half distance (70.3mi.) triathlons, Spartan's Sprint and Beast obstacle races, and is a part of the Blu Collar Racing triathlon team.

Joshua also enjoys fishing, camping, paddle boarding, and hiking with his wife in his leisure time. He is married to Amanda Westergard Stoufflet and resides in Morehead City, NC.

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RACE CREW



Art Parrish

Art is an NC native. He completed his B.S. in Industrial Engineering from NC State in 2004. In 2010, Art joined BSH (Bosch) Home Appliance in New Bern where he is currently a Project Manager leading new product development in the Dish Care Division.

Art lives in Newport, NC with his wife and 3 boys. In his spare time, he enjoys all the Crystal Coast has to offer including boating, fishing, and spending time with family and friends at the beach. Art enjoys staying active and motivated by participating in mud runs and cycling events with friends and coworkers.

Gail Bednarz

Gail is a recent retiree to Morehead City, NC. from Austin, Texas where she worked at IBM Global Services as a Project Manager. Prior to Austin Gail worked for 13 years as a US Air Force program manager at Wright Patterson AFB, Ohio, and in the Pentagon. She has a Bachelor Degree in Human Resources Management. She is married with two children and three grandchildren. She was a avid runner for many years which led to numerous 10k's, half marathon's and sprint triathlon's around the Austin and Dayton areas. For over 15 years she was a volunteer with the IBM Club, helping to create and manage IBM's own Austin "Uptown Classic" 10k. Currently, she enjoys swimming, walking, attending Jr. Hurricane ice hockey games, and volunteering for The Hope Mission. She is a Carteret County Master Gardener at the NCSU Extension.

David Motley

David was born in Winston Salem, NC and received his Masters in Engineering from NC State in 2002. He has been employed as an Aerospace Engineer in Eastern NC since 2002.

David enjoys competing in triathlons as well as all distances of biking and running events. He completed the Raleigh 70.3 in 2016 and is currently training for the 200-mile Bourbon Chase relay. David is married with 2 children and enjoys playing and coaching his son and daughter in their various sports.

Lise Fondren

Lise has lived in North Carolina most of her life and is an avid outdoor enthusiast, enjoying road and mountain biking, hiking, camping, scuba diving, all watersports and snow skiing. She has a bachelors from UNC-CH and a master's degree from ECU and has been the account manager at Carteret Children's Clinic since moving to the area in 1995.

She now lives in Pine Knoll Shores, NC where she is a volunteer with the NC Sea Turtle Program. Her participation in triathlons began just 10 years ago, but she's been bitten by the bug! Her adult children live in Virginia and in Italy, so traveling is also a passion.

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