



**Kelowna Apple Triathlon Society
Sponsor Invitation for
2011 Pushor Mitchell Apple Triathlon
Canadian National Triathlon Championships
Kelowna, B.C.
August 19, 20 and 21, 2011**

The Kelowna Apple Triathlon Society ("KATS") – a registered non-profit Society is once again proud to be hosting the 2011 Canadian National Triathlon Championships as well as the ITU Kelowna Pan American Cup Race.

KATS hosted the Canadian National Triathlon Championship for the first time ever in 1992 and in 2010 hosted the largest Canadian Triathlon Championships ever with more than 1,850 athlete entries and approximately 800 volunteers!

We are now inviting individual and corporate sponsors to become part of our team for 2011.

What events do we offer?

We have something for everyone, from novice to professional, and from ages 8 to 80+, making this an ideal event for participation by the whole family and has become known as the premier Olympic distance triathlon in Canada. More than 1/3 of participants in our 2010 post-race survey had other family members participating.

Who sanctions our event?

- International Triathlon Union (ITU);
- Triathlon Canada, and
- Triathlon BC

How will this event be promoted?

We have an Integrated Marketing Communications (IMC) campaign. Some of the tools used include:

- Regular news releases to local and national media (print, radio, television and online);
- Online listing of the event on the websites of the International Triathlon Union, Triathlon Canada, Triathlon BC and the Kelowna Apple Triathlon Society (www.appletriathlon.com);
- Advertising in various magazines;
- Rack-cards at various lending sports outlets in Kelowna;
- Our Brochures in race packs of a number of other events;
- Electronic newsletters are sent to all previous participants and volunteers on our database;
- *Word of mouth is very effective with nearly 40% of participants in our 2010 survey indicated that they heard of the event via word of mouth and 44% of respondents in the survey indicated that they participated previously.*

Your support:

A budget of approximately \$300,000.00 in cash, goods and services is needed to manage this as a first class event. Participant fees deliver about 50% of the funds required so your Sponsorship is therefore an essential ingredient for success.

Please review the attached levels of sponsorship, select the best one that fits your need, then complete the pledge and return it to us so that your sponsorship recognition can commence immediately.

Yours truly,

Richard H. Montgomery
President