



The Kelowna Apple Triathlon Society

Sponsor Invitation for

2010 Pushor Mitchell Apple Triathlon
Canadian National Triathlon Championships

Kelowna, B.C.

August 21 & 22, 2010

The Kelowna Apple Triathlon Society ("KATS" - a registered non-profit society) is proud to be hosting the **2010 Canadian National Triathlon Championships** as well as the **ITU Kelowna Pan American Cup Race**. Last year we were host to the largest Canadian Triathlon Championships ever held!

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.

Who sanctions our event?

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

How will this event be promoted?

- **Internet:** Our event will be promoted on the websites of the International Triathlon Union, Triathlon Canada, Triathlon B.C. and the Kelowna Apple Triathlon Society
- **Print:** Brochures and posters both in and around our community and at a number of other triathlon events, and advertisements placed in several magazines and newsletters
- **Media:** Media releases to newspapers, radio and television
- **Electronic:** Notices are sent to all previous participants on our database as well as to many triathlon clubs.

Your support?

A budget of over \$200,000 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 one that is right for you, then complete the pledge and return it to us so that *your sponsorship recognition can commence immediately.*

Yours truly,

Richard H. Montgomery
Kelowna Apple Triathlon Society, president

The Kelowna Apple Triathlon – much more than just a race