

WHY PARTNER WITH ULTRAMAX EVENTS?

Ultramax Events is one of the leading multisport production companies in the US. We have worked very hard to earn the respect of the athletes and the industry at large. As a sponsor of our events, not only will you be supporting a great cause (MO Lions Eye Research Foundation) but you will also gain the respect of athletes who have incredible purchasing power.

In a recent survey of Ultramax athletes, the majority of athletes said they would most likely spend money with a company who supported the events, as opposed to a company who did not.

The demographic of a triathlete is like no other. With an average income well over \$110,000/year and above college graduate education, most businesses only dream of consistently being in front of a potential client like this. It is a smart investment to put your marketing dollars with Ultramax Events. We think it is so important, we have a full time sponsorship and development person on staff to assist you in any way. We promise to deliver on fulfillment and custom design a plan that works to fit your overall objectives, and help support the cause.

Included is a brief survey to help us outline your goals, objectives, and priorities. We want to know what you want out of your partnerships. We will prepare a customized proposal around YOUR needs. Fill out the survey and Dulsey will contact you soon to discuss partnership opportunities.

Dulsey Stewart
Sponsorship and Partnership Coordinator, Ultramax Events
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Fax 573-443-1657
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www.ultramaxtri.com

2007 Ultramax Event Schedule

Training Bible Mid-Winter Multisport Camp - January 2007 - Columbia, MO (est. 120 attending)

Starting Block Women's Only Clinic - February 2007 - Columbia, MO (est 150 attending)

Spring Fling Duathlon - March 2007 - Columbia, MO (est 150 attending)

Shakespeare's Pizza MaxTrax Duathlon - May 5, 2007- Columbia, MO - (est. 400 attending)

Merrill Lynch Race For Sight Triathlon - June 3, 2007 - Columbia, MO - (est. 750 attending)

Who Tri's Harder? Multi-sport Weekend - June 23 & 24, 2007 / St. Louis, MO - (est. 800 attending)

Batavia Half Marathon -TBA 2007- Chicago, IL - (est. 2,000 attending)

*USA Triathlon Halfmax National Championship - September 15, 2007 - St. Louis, MO - (est. 750 attending)*Designated as the USA Triathlon National Long Course Championship

Club National Championship - September 16, 2007 - St. Louis, MO (est 800 people attending)

Hermann Bike Tour -September 2007 - Columbia to Hermann MO - (est. 1,000 attending)

Please return completed surveys to Dulsey Stewart at Ultramax Events Fax 573-443-1657
E-mail: Dulsey@ultramaxtri.com or mail to 404 Portland St. Columbia, MO 65201

ULTRAMAX GOALS AND OBJECTIVES SURVEY

Company: _____ Contact: _____

E-Mail: _____ Phone # _____

1. What are the overall marketing objectives?

2. What are your key goals with a partnership of this kind?

3. What have past successful events done to deliver your goals?

4. What have past events done wrong?

5. Please tell us the importance of each of the key benefits that come with association with Ultramax (1 = don't care at all, 5 = absolutely necessary)

Category exclusivity

One of the main partners

Adding value to the experience of the athletes and spectators

Title sponsorship of the event

Title of an area (course, volunteers, expo, etc.)

Regional Network TV coverage

Billboards and features in the shows

Logos in numerous advertisements

Cooperative advertising - (Sharing the page of advertising with the event)

Athlete t-shirt sponsor

Finish line signs

Logo on the finish line tape (in every athlete's picture)

Logo on back of volunteer t-shirts

Logo on printed materials

Logo on race numbers, athlete bags, and posters

Opportunity to insert gifts, samples, and literature into athlete bags

E-mail messages to athletes

Logo and link on web sites

Use of official race logos in event marketing materials

Booth space at Ultramax Expos

Special award at Banquet

Photo gallery sponsor

Water bottle sponsor

Print advertising in Halfmax Guide

Ultramax Staff sponsor

In kind sponsor (these are limited)

6. Other critically important benefits (please specify):
