

Evergreen Lake Triathlon

2011 Sponsor Agreement

The undersigned entity (the Sponsor) hereby agrees to be a sponsor of the Evergreen Lake Triathlon to be conducted in Bloomington-Normal on July 16, 2011, at the following level: (check one)

\$250 Level: Distance Sponsorship

- Opportunity to provide support in cash or through approved in-kind donations
- One sponsor sign displayed at race site (provided by sponsor)
- Listing on the race website with a link to the sponsor's website

\$1000 Level: Wave Sponsorship

This sponsorship level includes all benefits of the Distance Sponsorship, plus:

- Unlimited public address announcements during event (sponsor to provide script)
- Two sponsor signs displayed at race site (provided by sponsor)
- Opportunity to provide information booth at race site

\$5,000 Level: Title Sponsorship

This sponsorship level includes all benefits of the Wave Sponsorship, plus:

- Sponsor name in the title of the race, and listing as "Official Title Sponsor"
- Sponsor recognition in press release and advertising efforts
- Sponsor banners at race site provided by sponsor
- Sponsor logo will appear on all event brochures, t-shirts and marketing materials
- Listing on Best of the US race website <http://www.bestoftheustriathletes.com/states/IL>
- Listing on the Chicago Amateur Athlete website <http://www.chicagoaa.com/>, and ad in there magazine
- Event listing in Triathlon Magazine and Inside Triathlon Magazine

Sponsor agrees to make payment to the ***Bloomington-Normal Sports Commission, Evergreen Lake Triathlon*** within 30 days from execution of this agreement. In exchange for the sponsorship fee, sponsor will receive the benefits as listed above. Sponsor also agrees to provide advertisement artwork as set forth in this agreement by July 1, 2011.

This agreement is made and entered into as of the _____ day of _____, 2011 in the amount of \$_____.

Name of Sponsor

Phone Number

Address

City and Zip

Fax Number

Email

Contact Person (Please print)

Contact Person's Signature

Matt Hawkins

Sports Commission Representative
(Please print)

Matt Hawkins

Sports Commission Representative's Signature

Please return this agreement and payment to:

**Bloomington-Normal Area Sports Commission
Attn: Matt Hawkins
3201 Cira Dr., Suite 201
Bloomington, IL 61704**