



★ **AT CANE ISLAND** ★

September 4, 2022

Sponsor Packet

Be a part of our event, and CHANGE
A LIFE for generations to come.

Your Sponsorship
today will help
build our leaders
for tomorrow!



**The Katy
Triathlon
Duathlon
Aqua Bike
Is the Only
Event of its Type
in the Greater
Houston/Katy
area that is a
501(c)(3)
Charitable Event**

The event is showcased on our webpage at www.katytriathlon.org. We will be hosting the event at Cane Island for 2022. Our event on Sunday will feature a sprint triathlon, duathlon and aqua bike race.

It will begin at 6:45am with the swim.

We will feature two jet skis flying the US and Texas flags, followed by the singing of the National Anthem and celebrity guest firing the starting gun to signal the beginning of the event. We will have an after race party with a DJ, food, beverages, and awards for the top finishers.

KATY TRIATHLON

— *at* CANE ISLAND —

When was the last time you changed a life?

or even had the opportunity?

On Friday and Saturday, September 2nd and 3rd we will have package pickup for the participants. We will have a private VIP party subsequent to the Event at the Toasted Yolk for our sponsors that will feature select food, beverage and live entertainment.

The Rotary Club of Katy takes no monies from the event, either administrative or management related. We pay all third party bills and the net proceeds benefit need based scholarships for graduating KISD seniors. We have funded in excess of \$560,000 in scholarships, as well as \$175,000 to fund an endowment with KISD that is being used with the Dual Credit Program.



Our goal is to put on a
quality family event
that will benefit our
students in need!
Please, help us
change a life!

SPONSORS

- 5 Title Sponsor
- 6 Champion Sponsor
- 7 Presenting Sponsor
- 8 Backpack Sponsor
- 9 Entertainment Sponsor
- 10 Water Bottle Sponsor
- 11 Finisher Medal Sponsor
- 12 Awards Sponsor
- 13 VIP Party Sponsor
- 14 Swim Course Sponsor
- 15 Bike Course Sponsor
- 16 Run Course Sponsor
- 17 Post-Race Sponsor
- 18 Golf Cart Sponsor
- 19 Tri Tats Number Sponsor
- 20 Swim Cap Sponsor
- 21 Bike Number Sponsor
- 22 Run Bib Sponsor
- 23 Water Monster Sponsor
- 24 Booth Space
- 25 Friends & Family Scholarship Sponsor



* Title Sponsor *

You will be the “Title” sponsor for the entire event. You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company representative will start the event Sunday morning with the traditional firing of the starting gun. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in the title of the event in all materials, including website, event banners, print materials, public service announcements and any other event materials.
- ❖ Company name/logo on banners in the post-race area.
- ❖ Community exposure to Katy households, community websites, community e-newsletters, participants and families.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company’s name during the event.
- ❖ 20 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 5 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$25,000

* Champion Sponsor *

You will be the “Champion” sponsor for the entire event. You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in the title of the event in all materials, including website, event banners, print materials, public service announcements and any other event materials.
- ❖ Company name/logo on banners in the post-race area.
- ❖ Community exposure to Katy households, community websites, community e-newsletters, participants and families.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company’s name during the event.
- ❖ 10 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 5 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event including photo privileges.
- ❖ Sponsor name on dye sublimated drawstring bags given to each participant at package pickup.
- ❖ Sponsor will be able to include promotional materials in this drawstring bag.

This opportunity is limited to one only @ \$17,500

* Presenting Sponsor *

You will be the “Presenting” sponsor for the entire event. You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in the title of the event in all materials, including website, event banners, print materials, public service announcements and any other event materials.
- ❖ Company name/logo on banners in the post-race area.
- ❖ Community exposure to Katy households, community websites, community e-newsletters, participants and families.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company’s name during the event.
- ❖ 10 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 5 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$25,000

* Backpack Sponsor *

You will be the first thing, our participants see! Be the Package Pick-Up sponsor! Your company name/logo will be on backpacks that will be given out to all participants when they pick-up their registration items and goodies. What better way for participants and visitors to see your company? You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Your company name/logo on backpacks provided to all race entrants.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 8 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 3 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$7,500

* Entertainment Sponsor *

You will be the “Entertainment” sponsor for the event. You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name/logo on banners in the post-race area.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company’s name during the event.
- ❖ 10 tickets to the VIP sponsor party subsequent to race.
- ❖ 5 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$5,000

* Water Bottle Sponsor *

You will be the “Water Bottle (Finisher)” sponsor for the Pre-Race party band. You and your company will be in front of thousands of people, in addition will be featured on our web site, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Your company name/logo on Igloo covered tumblers provided to all race finishers.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company’s name during the event.
- ❖ 6 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 2 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$5,000

* Finisher Medal Sponsor *

You will provide the medal that our participants see long after the event is over! Be the Finish Medal sponsor! Your company name/logo will be on ribbon of the finish medal that will be given out to all participants at the finish line. What better way for participants and visitors to see your company long after the race is finished? You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Your company name/logo on finish medals provided to all race finishers.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 5 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 3 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$5,000

* Awards Sponsor *

Run with the winners! Be the Awards sponsor! Showcase your company name/logo on awards for our top finishers in various categories. You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Your company name/logo on all awards presented to top finishers.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 6 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 2 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$5,000

* VIP Party Sponsor *

Rub elbows with corporate and individual sponsors of our event in the Cane Island Treehouse, high above the event! Be the VIP party sponsor! What better way for to enjoy our event and meet those people who support the students of KISD? You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 8 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 3 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$3,500

* Swim Course Sponsor *

Showcase your logo/company at the start of the event! Be the Swim Course sponsor! What better way to celebrate the start of our event? You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Your company name/logo on all participant swim caps.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 8 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 3 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$3,500

* Bike Course Sponsor *

Join the road warriors! Be the Bike Course sponsor! What better way to showcase your company/logo over an extended period of 15 miles? You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Your company name/logo on all participant bike numbers.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 6 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 2 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$3,500

* Run Course Sponsor *

Join the road runners! Be the Run Course sponsor! What better way to showcase your company/logo as the runner's embark on their last event of the day? You and your company will be in front of thousands of people, in addition will be featured on our web site, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Your company name/logo on all participant bike numbers.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 6 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 2 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$3,500

* Post-Race Party Sponsor*

Celebrate the successful conclusion of our event! Be the Post-Race party sponsor! You and your company will be in front of thousands of people, in addition will be featured on our web site, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the pre and post-race areas.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 4 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 1 Triathlon registration.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$3,500

* Golf Cart Sponsor *

Join the triathletes, but without the workout! Be the Golf Cart sponsor! What better way to showcase your company/logo as the Golf Carts drive up and down Cane Island Parkway during the entire event? You and your company will be in front of thousands of people, in addition will be featured on our web site, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Your company name/logo on all participant bike numbers.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 2 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 1 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$2,500

* Tri Tats Number Sponsor*

Be a part of the event the entire time! Be the Tri Tats Number sponsor! What better way to showcase your company/logo on the runner's body in 4 different locations on the day of the event? You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Your company name/logo on all participant tattoos.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 6 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 2 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$1,500

* Swim Cap Sponsor *

Be a part of the event in the water! Be the swim cap sponsor! What better way to showcase your company/logo than on multi-colored swim caps? You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race areas.
- ❖ Your company name/logo on all participant tattoos.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 6 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 2 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$1,500

*Bike Number Sponsor *

Be a part of the bike event! Be the bike numbersponsor! What better way to showcase your company/logo than on a 15-mile ride? You and your company will be in front of thousands of people, in addition will be featured on our web site, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Your company name/logo on all participant tattoos.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 6 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 2 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$1,500

* Run Bib Sponsor *

Be a part of the run event! Be the run bib sponsor! What better way to showcase your company/logo than on a 3-mile run? You and your company will be in front of thousands of people, in addition will be featured on our website, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the pre and post-race areas.
- ❖ Your company name/logo on all participant tattoos.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 6 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 2 Triathlon registrations.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to one only @ \$1,500

* Water Monster Sponsor*

Keep those runners hydrated and moving! Be the Water Monster sponsor! The runners will see the banners displaying your company name/logo at the 3 water stations along the running route. You and your company will be in front of thousands of people, in addition will be featured on our web site, multiple times on our social media pages, and in all our advertising materials. Your company will consistently be mentioned throughout both days of the event.

What you should expect:

- ❖ Company name/logo featured in materials, including website, event banners, and social media.
- ❖ Company name on banners in the post-race area.
- ❖ Community exposure to Katy households, community websites and community e-newsletters.
- ❖ Premium signage location throughout the event for marketing.
- ❖ Continuous announcement of your company's name during the event.
- ❖ 2 tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy.
- ❖ 1 Triathlon registration.
- ❖ One booth space in our event to showcase your product or service during the event.

This opportunity is limited to three only @ \$1,500

* Booth Space*

What you should expect:

- ❖ Capture the attention of the participants and their families as they come to packet pickup and attend the pre and post-race parties. Pass out flyers and promotional pieces. Opportunity to hold a drawing.
- ❖ Booth Space Rental: \$300
- ❖ Add your logo to our website: \$50
- ❖ Add two (2) tickets to the Scholarship and Sponsor Party on July 21st at TRU by Hilton in Katy for an additional \$100.

* Friends and Family Scholarship Sponsorship*

What you should expect:

- ❖ \$500-Name on sponsorship banner.
- ❖ \$1,000-Name on the sponsorship banner and participant t-shirt (space permitting)

This opportunity is unlimited

Be the hand on our youth's shoulder,

change a life!





★ AT CANE ISLAND ★

Thank You.



Paul Kurt , Triathlon Chair
Christina Kurt, Co-Chair



832.228.3561
832.228.3563



pkurt@kurt-associates.com
christinakurt@gmail.com



www.katytriathlon.com

KATY TRIATHLON

— *at* CANE ISLAND —