

2024 Gold Nugget Triathlon Sponsorship

Event Day: May 19, 2024



You and your business can gain dynamic recognition by becoming a sponsor of the Gold Nugget Triathlon. The Gold Nugget Triathlon is one of the largest women's triathlons in the United States. The race features over 1,500 participants, 400+ volunteers, and numerous spectators. Women of all ages and abilities participate.

Race Sponsor opportunities are detailed below.

We are glad to collaborate with you to meet your specific needs.

Ready to discuss a sponsorship? Contact Jen Schrage at jenschrage71@gmail.com.

The Gold Nugget Triathlon is a 501(c)(3) 20-0185286

Sponsorship Levels and Recognition

Platinum Sponsor: \$2,500 and above

- Exclusive, customized promotional item (*see opportunities on next page*)
- Logo on back of finisher's shirt
- Platinum sponsor recognition on signage at bib pick-up and race weekend
- Four (4) banners displayed at event
- Full page ad in the digital race booklet
- 2 guaranteed, free race entries
- Vendor space at bike drop-off event May 18, 2024 and at the finish area at Pena Park on race day
- Sponsor highlight in the GNT Facebook group
- Logo and hyperlink featured on the GNT website
- Named in racer e-newsletters

Gold Sponsor: \$1,500-\$2,499

- Gold sponsor recognition on signage at bib pick-up and race weekend
- Two (2) banners displayed at event
- ½ page ad in the digital race booklet
- 1 guaranteed, free race entry
- Vendor space at bike drop-off event May 18, 2024 and at the finish area at Pena Park on race day
- Sponsor highlight in the GNT Facebook group
- Logo and hyperlink featured on the GNT website
- Named in racer e-newsletters

Silver Sponsor: \$750-\$1,499

- Silver sponsor recognition on signage at bib pick-up and race weekend
- ½ page ad in the digital race booklet
- Vendor space at bike drop-off event May 18, 2024
- Logo and hyperlink featured on the GNT website
- Named in one racer e-newsletter

Supporting Sponsor: \$250 - \$749

- Name recognition on the GNT website
- ¼ page ad or logo recognition listed in the race booklet
- Vendor space at bike drop-off event May 18, 2024
- Named in one racer e-newsletter

Platinum Sponsors: Exclusive, Customized Sponsorship Opportunities

There are several high-profile opportunities for Platinum sponsors to support items and experiences for the racers. Choose one of the following promotional opportunities, while they last:

Swim Caps

An exclusive logo opportunity with a highly visible item on both race day and training days to come.

Racer Bib Number Tattoos

A racer favorite, and an ideal sponsorship opportunity with great visibility on 1,500+ racers and pics on social media.

Race Gear/Tote Bag (*two bags are available*)

The GNT provides racers with two gear bags, one for T2 and one for the finish line to ensure they have their gear available for a successful event. This is your opportunity to brand an item that is distributed to all athletes.

Race Timing Ankle Straps

This investment spans multiple events as racers often reuse this item at future races. The timing straps are required for every racer and have an excellent logo presence for the featured sponsor.

Photo Booth

A high-profile opportunity to co-brand the interactive finisher's photo booth with the GNT. Sponsor logo included on the photo backdrop and the frame of the printed and digital photos racers can take home with them and share on social media.

Volunteer Hats

This is your opportunity to exclusively brand the 400 + volunteer hats with your logo.

Race Bibs

Proudly display your logo on the customized bibs worn by all racers.

Finish Line Food

Racers will enjoy a pre-packaged food pack branded with the supporting sponsor logo. These packs are full of much-needed food and goodies at the finish line. Associate your brand with the nourishment of the GNT athletes!

Digital Race Booklet

The race booklet covers key race information and sponsor ads and has become the athletes' most prized possession – and an opportunity for your organization to gain prominent exposure. Enjoy an inside-front cover full-page color ad and a two-page color spread to further promote your business or cause. Now available in a digital format the booklet can be enjoyed by not just racers, but spectators and other GNT enthusiasts.

Transition Bike to Run (T2)

Racers and volunteers will appreciate the ambiance that you will provide during the transition from bike to run. T-2 has become the place to be on the course. Associate your brand with the cheerful enthusiasm of the GNT volunteers at this bustling spot on the race course.

Bicycle Shuttles/Transportation

Help ensure athlete gear and bicycles arrive safely to the finish line! Due to the distance between transition 2 and the finish line, trucks are needed to transport all gear and bicycles back to the finish area ensuring they are ready to leave with finishers when they are done experiencing the day.

Hydration

Racers enjoy multiple hydration options at the finish line. Associate your brand with the hydration of the GNT athletes!

Racer Clinic(s)

The GNT Board and Race Directors host a racer clinic for new and returning racers. With nearly 1/3 of racers each year being new to the GNT, these clinics are a great opportunity for racers to learn about their upcoming race.