



Presents



HammerHead Sprint & Olympic Triathlons
Camp Blanding, Florida
August 30, 2015



April 28, 2015

Dear Sir/Madam:

I am Race Director for the *HammerHead Triathlon Club's 2015 HammerHead Sprint & Olympic Triathlon a.k.a. "The HOT!"* This race will be held at the National Guard Military Base at Camp Blanding near Starke, Florida on Sunday, August 30, 2015. I would like to invite you to assist us through being the title sponsor of our race. Every year all our proceeds are donated to charity. Once again, this year the HOT will donate all proceeds from the race to the **National Guard Youth Foundation and to the Family Readiness Support Services.**

The **National Guard Youth Foundation** is an organization whose goal is to provide opportunities for troubled youths who are deemed to be most at-risk and who demonstrate a desire to improve their potential for successful and productive lives. The program provides a boot camp environment for them that incorporates discipline, structure, guidance, education and mentoring to help these individuals become functioning adults with a new hope for the future.

Family Readiness supports Commanders, Family Readiness Groups, service members and their families by providing hands-on training, assisting in Family in family communication campaigns, such as unit newsletters, websites, and phone trees. They coordinate family day activities, and promote resilience, well-being and Readiness throughout the deployment cycle.

Although my hope is that you will be the "Title Sponsor" I have attached the race information, sponsorship tiers, and an itemized list of how we will show recognition for supporting this event to see how your organization can help support these very worthy causes. **We promise to hold true to our pledge of recognizing you or your business as a distinguished sponsor of our event!**

Thank you for your time and consideration.

Sincerely,

Linda McCallum
Race Director



www.hammerheadtriathlonclub.com

About the HammerHead Triathlon Club...

The **HammerHead Triathlon Club** is a local club headquartered in Jacksonville, Florida. The membership is made up of 400+ people from all walks of life and skill levels, who all share a passion for swimming, biking, and running. The Jacksonville area's top triathletes came together in November 1999 to form this club to promote the sport and to do something positive for the community. The founding members gave the club the motto ***"Racing with a Purpose"*** and the club still lives by this.

The distinctive **HammerHead Shark Logo** can be seen at local, state, national, and international triathlons. HammerHead members compete at the age group, masters, and professional levels, and race in all triathlon distances from Sprint to Ironman, and the club is represented at the Ironman World Championship in Hawaii and the 70.3 Worlds in Clearwater every year.

The **HammerHead Triathlon Club** sponsors two events in August, with monies going to certain charities. The **HammerHead Ocean Marathon** is held at the beginning of August in Jacksonville Beach and the **HammerHead Olympic Triathlon** is held at the end of August at Camp Blanding.

The **HammerHead Olympic Triathlon**, also known as the **"HOT"**, is the HammerHead Triathlon Club's premier annual fundraising event. It is an Olympic and Sprint Distance Triathlon held at the National Guard Military Base at Camp Blanding. 400+ athletes from North Florida and South Georgia race each year. With proceeds from race entries and corporate sponsorships last year alone we donated \$14,000 to charity. **Let's work together to continue this success!**



2015 TITLE SPONSOR

[\$1,500.00(cash or in-kind value)]

- Largest Logo on back of shirt
- Sponsor's name on front of shirt.
- Sponsors name on all e-mail communication
- E-mail Blast announcing Title Sponsor
- Largest Logo on Event Web Site
- 4 free race entries

- Race Site Promotion for your Discipline
 - Flyers/Cards in Race bag
- Customized training program organized at your business
 - Packet Pick-Up at Your Location

Other Sponsorship Levels

Level of Sponsorship	Cost	Recognition
Hammerhead Shark Level	\$1000.00	<ul style="list-style-type: none"> -Large Logo on back of shirt -Sponsors name on all e-mail communication -Large Logo on Event Web Site -Banner at race site -4 free race entries -Flyers/Cards in Race bag
Bull Shark Level	\$500	<ul style="list-style-type: none"> -Logo on back of race T-shirt -Logo on Sponsor Web Site -3 free race entries - Flyers/Cards in race bag
Tiger Shark Level	\$250.00	<ul style="list-style-type: none"> -Logo on back of race T-shirt -Logo on Sponsor Web Site - Flyers/Cards in race bag
Reef Shark Level	In kind services or product	<ul style="list-style-type: none"> -Logo on Web Page -Logo on T-shirt