

Rebecca Warriner, Race Director
Smile Train Triathlon
Sunday 24-June-2012 @ 8:00am

5 wonderful years! That's what we are celebrating in 2012 – 5 years of the BASF Smile Train Triathlon and 5 years of changing lives around the world.

Our goal in 2011 was to reach the \$100,000 mark in cumulative donations since 2008. Well we did that, and then some... In typical Smile Train Tri style, we surpassed our goal by \$15,000.

In 2012 – do you think we could get to \$150,000 in donations? Think about it – over 5 years with \$150,000 in donations Smile Train would have helped over 600 children. I say we set the bar a bit higher and see how we do!

The Smile Train Triathlon is one of the largest private fundraisers for Smile Train, and our impact reaches families and communities locally and around the world.

Our 2012 race will be on Sunday, June 24, and will (yet again) be sold out with 425+ athletes. Our dedicated team of volunteers covering additional publicity and fundraising, as well as generous sponsors who share our vision of \$140,000+, will ensure that we can continue to make a difference.

Every year, through the generous support of our sponsors, we have been able to donate 100 percent of our registration fees to Smile Train where 100% of our donation is used for patient programs. Smile Train is able to perform a single cleft-lip and cleft-palate surgery for as little as \$250 in a 45-minute procedure. The individuals, as well as families, touched by Smile Train are given a second chance at life.

As a participating sponsor, your company will gain access all 425+ athletes, spectators, and volunteers on race weekend and beyond. The race will conduct marketing that targets key local and regional markets. The marketing will include print, online and e-mail advertising, in-store promotions at many local gyms and fitness-associated merchants, and cross promotions with other key sponsors. As a sponsor, your company can advertise through:

- race promotional media
- race applications
- official race shirt
- race website
- booth space on race day
- race-day banners
- race packet flyers

Our sponsorship levels and additional race info are included with this letter. To become a sponsor, or for more information, contact Rebecca Warriner at 214.564.6654 or Rebecca@MilesIntoSmiles.com.

Our race *will* be another success for Smile Train, our athletes, and our sponsors. Thank you for your consideration and support.

Sincerely,

Rebecca



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Sponsorship Levels

All sponsors will receive:

- Name on the back of the race t-shirts as well as the Smile Train patient Get Well Soon cards
- Access to all athletes and spectators at the race with a 'finish line' booth
- Opportunity to include a promotional item or flyer in every race bag

Title Sponsor: BASF

Presenting Sponsor: Smile by Davidian, Dr. Melissa Davidian, DDS

Start "GO" Line Sponsor: Dr. Jason Gladwell, Gladwell Orthodontics

Finish Line Sponsor: Primrose School of Heritage Wake Forest

Bib Sponsor: Orthopedic PT Associates

Premier Sponsor - \$1,500

- Logo placement on:
 - All race flyers if commitment received prior to March 1
 - Company name on a bike course mile marker sign
- 2 complimentary event t-shirts
- Half-page event program ad
- 1 promotional entry to the race

Water Station Sponsor - \$450 (only 2 available)

- Primary sponsor placement at one of the two water stations on the course
- Free reign to come up with a theme and go crazy with your water station! Bring banners, cars, costumes, whatever it takes to make people remember your business!!
- Business card-size event program ad
- Provide volunteers (at least 3) to assist the water station

Mile Marker Sponsor - \$350 (only 6 available)

- Complimentary event t-shirt
- Company name on a bike course mile marker sign
- Business card-size ad in the electronic pre-race guide

General Sponsor - \$300

- Complimentary event t-shirt
- Business card-size ad in the electronic pre-race guide

Race Day Booth - \$250

- Booth/tent space at the post-race party
- This level does not include logo placement on the race t-shirt or the get well soon cards

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Race Facts

Race Reputation

- Charity First! Every athlete KNOWS the real reason for doing this event!
 - A local family affected by a cleft lip or palate speaks at the awards ceremony
 - Every athlete signs a Get Well Soon card that is sent to a Smile Train patient in another country
 - 100% of race fees go to Smile Train (sponsor names are listed on the back of the cards)
 - Left over awards are sent to Smile Train patients
 - Restricted budget to maximize our donation
 - Fundraising model introduced in 2010 increases fundraising efforts
- Beginners welcome
 - Practice ride held 2 weeks prior to the race. In 2012 the practice ride will be coordinated by the Inside Out Sports Delta Triathlon team!
 - 1st-time participants are invited to come ride the course and take a tour of the venue for an open question & answer session with the race director
 - Approximately 40-50 people attend
 - Pre-race meeting held on Saturday afternoon before the race, with another complete walk-through of the venue and more open Q&A with the race director

Participation

- 2008, 2009, 2010, 2011 races sold out with more than 425 athletes
 - Registration closes (meaning the race fills up!) weeks before the actual race date
- The 1st and only triathlon in the world to benefit Smile Train
 - The 1st (and only, so far) triathlon in Wake Forest
- Triathlete Demographics (All information is from USA Triathlon)
 - USA Triathlon registration has grown to more than 135,000 members and more than 326,000 one-day pass
 - Over 1.2 million Americans participated in triathlons in 2009
 - 78% of triathletes do a sprint distance event
 - Majority of athletes are 30-49
 - About 40% female, 60% male
 - Increasing female participation each year due to more women's-only races
 - High socio-economic background
 - Median incomes of \$126,000
 - Spend cautiously, but consistently
 - 70% have white-collar/professional jobs
 - More than 90% have a four-year degree or higher
 - Spending (discretionary income)
 - 50% of dollars spent on bike and bike gear
 - 17% on entry fees, 8% clothes, 11% shoes

Beneficiary

- 100% of every registration fee was sent to Smile Train
- The largest cleft-lip and cleft-palate charity in the world
 - 2009 marked 10 years of changing lives with more than 500,000 surgeries performed
 - Giving smiles to children and adults in under-developed countries
 - They send 100% of their donations to patient programs
 - Surgery costs as little as \$250 and is completed in as short as 45 minutes
 - *Smile Pinki*, a documentary, won an Oscar, giving Smile Train increased visibility around the world
- Empower local doctors and staff
 - Provide education, continued training, and supplies as needed
 - Encourage local facilities to be self-sufficient to provide this surgery after “the train moves on”
- More than 5 million still await surgery

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Publicity Timeline

- March-June: Race promotions in *Talk of Your Towne*, *Circa Magazine*, *Wake Weekly*, online race calendars, and training team emails
- April: Race flyers distributed around the Triangle area; heavy in Wake Forest, Wakefield, and North Raleigh
- Email communications to Racers
 - December 2011: Early registration opens January 1, 2012
 - March: Sponsor update, Tri 101 clinic date, Tri-to-Fundraise
 - April: Fundraising update & Tri 101 clinic reminder
 - May: 6 weeks to go, pre-race ride save-the-date
 - Early June: Getting ready, pre-race ride
 - Mid-June: Race guide, sponsor thank you
 - Mid-July: Thank you and race recap

Key Contacts

Race Director: Rebecca Warriner

- USA Triathlon & insurance coordination
- Course, financial, sponsor & business management

Rebecca has been involved in sports for as long as she can remember. Her official (aka recorded times) entry into races began in 1997 and she has not stopped since. Over the years, she has run everything from 5k's to ultra-marathons, however, she was born to be a triathlete. Rebecca has competed in triathlons of every distance, from sprint to Ironman, since 2000 in both Texas and North Carolina.

Turning Miles into Smiles is a personal fundraising program developed by Rebecca to increase awareness of and collect donations for Smile Train. She is not employed by Smile Train; she just saw a need and wants to help by Turning her Miles into Smiles: one stroke, pedal, and step at a time.

Timing & Setup: Finish Strong Event Productions

Jason Biggs, Brent Dorenkamp, Marc Primanti

- Online registration and payment collection
- Timing and results posting
- Race-day start, transition area, and finish line setup
- Aid station setup
- Course leading and sag vehicles