



**JUST TRYAN IT**

Supporting Families Fighting Childhood Cancer

**SPONSORSHIP OPPORTUNITIES**

2023 Kids Triathlon

# MISSION

JUST **TRYAN** IT (JTI) provides financial assistance to families with pediatric cancer. By promoting philanthropy, empathy, and wellness, JTI inspires families to make a difference in their communities.



# WHO WE ARE

- Community of racers, volunteers and parents joined together to expand awareness and raise money for families impacted by a pediatric cancer diagnosis.
- Family event that joins businesses and families together to make a positive impact on their community.
- Kids triathlon that empowers children to challenge themselves physically and mentally in solidarity with a child fighting cancer.



# Race History

- Founded in Bethesda in 2010 with 234 racers, raising \$67,000.
- Expanded to Chapel Hill in 2016 with 207 racers, raising \$62,176.
- In 2022, Bethesda had **399** racers and raised **\$145,299** and Chapel Hill had **271** racers and raised **\$88,262**.
- 2023 JUST TRYAN IT will grant **\$304,500** in funds to support families fighting cancer.



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# JUST TRYAN IT IMPACT

- \$4.8 Million raised since 2010
  - 18,257 people helped with JTI funds
  - 68% of grantee families lost at least 50% of income since child's diagnosis
  - 38% of grantees are single-parent families
  - 8,191 racers have crossed the finish line
  - 4,234 volunteers participated on race days
  - Average racer raises \$346
  - 68% of racers participate on a team and 40% of the racers return the following year.
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# RACE DETAILS

## Chapel Hill Kids Triathlon

- April 30, 2023
- Chapel Hill Country Club
- 8:00 AM

## Bethesda Kids Triathlon

- September 24, 2023
- Landon School
- 8:00 AM

## 300 kids swim, bike and run

- Ages 6-14 and all abilities welcome
- Options for 3 different course lengths
- Chip timed in a non-competitive atmosphere
- Medals for all finishers

## A festive Party Zone

- Dance Party hosted by A-Squad
- Donuts for all finishers
- Photo booth, games and more



# Sponsor Benefits

- JUST TRYAN IT will promote your business across multiple platforms
- Direct interaction with our audience through branding at the race.
- Build your team through a group volunteer experience on race day.
- Support families fighting cancer in your community
- Inspire youth to make a difference in their community

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# Sponsorship Packages

Premiere Sponsor	\$25,000 and above
Platinum	\$15,000
Diamond	\$10,000
Gold	\$5,000
Silver	\$2,500
Bronze	\$1,500
Friends of JTI	\$1,000 monetary and in-kind

The enclosed benefits are standard entitlements. Where possible we will work jointly to create custom elements to fit your goals and budget.





# Premiere \$25,000

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## Promotional Rights

- Right to advertise as “Premiere Sponsor” of JUST **TRYAN** IT
- Right to produce & distribute approved promo items

## Promotional Materials

- Logo integration on all promotional materials
- Logo display on racer and volunteer t-shirts for both JUST **TRYAN** IT races
- 2 Sponsor provided promotional items in racer bag

## On-site Exposure

- Dedicated table in Party Zone
- Recognition at Opening Ceremonies
- Employee Volunteer Team
- Photo with the STAR Family

## Signage

- Large logo display on all race day sponsor banners
- Banner (sponsor provided) display in party zone and at packet pick up

## Digital

- 1 direct marketing email to JTI Master List of 13,000 supporters to highlight your partnership with JTI
- 1 LinkedIn post on company partnership with JTI
- 2 Instagram and Facebook posts on company partnership
- Logo display/link on JTI website
- Logo display on all race related communications
- Logo display on 4 Master List emails to our database of 13,000 supporters

# Platinum \$15,000

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## Promotional Rights

- Right to advertise as “Platinum Sponsor” of JUST **TRYAN** IT
- Right to be exclusive sponsor of one select course location (Start, Finish, or STARS Tent)
- Right to produce & distribute approved promo items

## Promotional Materials

- Logo integration on all promotional materials
- Logo display on racer t-shirts
- 1 Sponsor provided promotional item in racer bag

## On-site Exposure

- Dedicated table in Party Zone
- Recognition at Opening Ceremonies
- Employee Volunteer Team

## Signage

- Logo display on race day sponsor banners
- Logo display on select course area
- Banner (sponsor provided) display in party zone

## Digital

- 1 LinkedIn post on company partnership with JTI
- 2 Instagram and Facebook posts on company partnership
- Logo display on all race related communications
- Logo display/link on the JUST **TRYAN** IT website
- Logo display on 3 Master List emails to our database of 13,000 supporters

# Diamond - \$10,000

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## Promotional Rights

- Right to advertise as “Diamond Sponsor” of JUST **TRYAN IT**
- Right to be exclusive sponsor of a specific course area (swim, bike, transition or run)
- Right to produce & distribute approved promo items

## Promotional Materials

- Logo integration on all promotional materials
- Logo display on racer t-shirts
- 1 Sponsor provided promotional item in racer bag

## On-site Exposure

- Recognition at Opening Ceremonies
- Employee Volunteer Team

## Signage

- Logo display on race day sponsor banners
- Logo display on specified race course
- Banner (sponsor provided) display in party zone

## Digital

- Logo display/link on the JUST **TRYAN IT** website
- Logo display on all race related communications
- Logo display on 2 Master List emails to our database of over 13,000 supporters.

### Gold \$5,000

- Right to advertise as Gold Sponsor of JUST **TRYAN** IT
- Right to produce & distribute approved promo items
- Logo display on racer t-shirts
- 1 Sponsor provided promotional item in racer bag
- Dedicated table in Party Zone (sponsor provided)
- Employee Volunteer Team
- Logo integration on all promotional materials
- Sponsor promotion across social media platforms
- Logo display/link on JTI website
- Logo display on race related communications

### Silver \$2,500

- Right to advertise as Silver Sponsor of JUST **TRYAN** IT
- Right to produce & distribute approved promo items
- Logo display on racer t-shirts
- Logo integration on all promotional materials
- Logo display/link on JTI website
- Sponsor promotion across social media platforms

### Bronze \$1,500

- Right to advertise as Bronze Sponsor of JUST **TRYAN** IT
- Right to produce & distribute approved promo items
- Logo display on racer t-shirts
- Logo integration on all promotional materials
- Logo display/link on JTI website



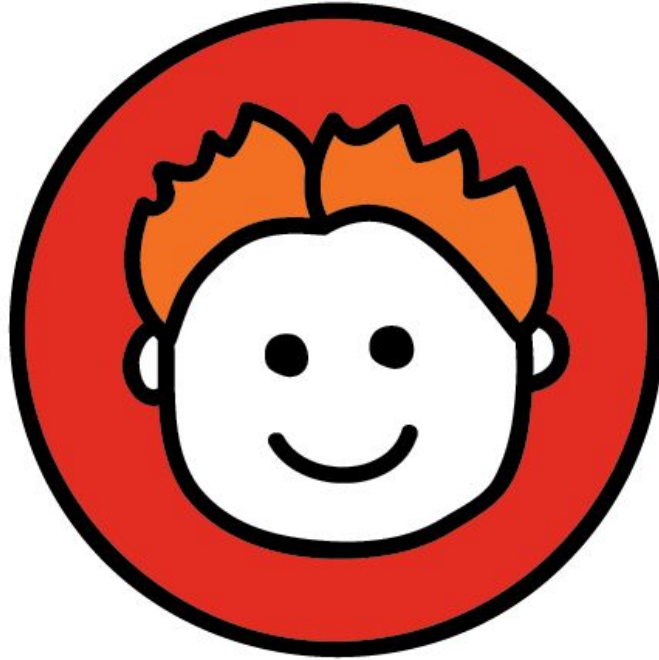
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To sponsor the JUST **TRYAN** IT Kids Triathlon  
please contact  
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[www.justtryanit.org](http://www.justtryanit.org)

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**Thank You**