

LAKE GEORGE, NY TRIATHLON



SPONSOR & PARTNERSHIPS OPPORTUNITIES

ALPHA.WIN | info@alpha.win

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These special Community Partner Sponsorships connect you with more than 800 athletes and their families in town for the Weekend. Your participation will be shared with athletes in advance of the weekend and throughout Triathlon Festival Weekend.

TITLE SPONSORSHIP: \$5,000

- Full Naming Rights & Category exclusive
- Inclusion in all press releases
- logo inclusion and link on all emails and website pages
- Four co-branded email and social media posts to all participants
- Logo inclusion on all event merchandising including race shirts, medal ribbon, bib and finisher certificate
- Full Page ad in athlete guide
- Major footprint at pre-race expo and post-race festival
- High Visibility Signage at the above plus on-course
- The Opportunity to include a product and/or offer in every athlete bag.
- Company recognition announcements

PRESENTING SPONSORSHIP: \$2,500

- Presenting sponsor to one of race distances
- Category exclusive
- Logo inclusion and link on all emails and website pages
- Two co-branded email and social media posts to all participants
- Logo inclusion on all event merchandising including race shirts, medal ribbon, bib and finisher certificate
- Full Page ad in athlete guide
- Major footprint at pre-race expo and post-race festival
- High Visibility Signage at the above plus on-course
- The Opportunity to include a product and/or offer in every athlete bag
- Company recognition announcements

HOMETOWN HERO: \$1,000

- logo inclusion and link on all emails and website pages
- 10 x 10 booth at the pre-race expo.
- Full Page ad in athlete guide
- Logo included on race shirt.
- The Opportunity to include a product and/or offer in every athlete bag Company recognition announcements

EXPO VENDOR: \$350

- 10 x 10 booth at the pre-race expo
- Company recognition announcements



DEMOGRAPHICS

The 2022 Lake George Triathlon Festival attracted athletes from more than twenty states and several countries. With the 2023 Olympic & Sprint Distance Events designated as USA Triathlon New York State Championships, the draw to the Lake George area will be even stronger than 2022 with more than 800 registrants expected along with thousands of family members.

In Survey responses, 2022 athletes reported that more than 81% of them traveled to the Lake George Area with family, with an average of 4.4 members per family. 62.5% of respondents enjoyed stays in local properties averaged 2.67 nights highlighting not only the Lake George Triathlon Festival attendance but also indicating the number of attendees who will take the opportunity to enjoy the surrounding area and its attractions.

- 586 Registrants
- 20 States
- 3 Countries
- 35% Traveled from Out of State
- 557 Room Nights
- 1854 Total Event Draw (number of people)
- \$1231 Average Spend per Visitor
- \$566,000 Total Economic Impact



SCHEDULE

The following timeline provides a brief overview of the week's events at the Alpha Win – Lake George, New York. All times are subject to change.

Thursday, August 29, 2024 –

Sunrise Cafe, 8 Sagamore Road, Bolton Landing, NY

- 9 am-5 pm: Packet pickup at the Sunrise Cafe in Bolton Landing

Friday, August 30, 2024 –

Lake George Lanes & Games, 2211 Canada St, Lake George, NY

- 2 – 6 pm: Packet and Timing Chip Pick-Up at Lake George Lanes & Games with an athlete special.
- Exclusive Lake George Area swag only available at Friday's Pick-Up!
- 2 – 6 pm: Alpha Win Fitness Expo
- 3 – 4 pm: Athlete Meeting for all distances

Saturday, August 31, 2024 –

Million Dollar Beach, Beach Rd, Lake George, NY

- 5 – 6:30 am: Additional Packet and Timing Chip Pick-Up for Long Course athletes
- 5 – 6:30 am: Bike and Gear Drop-Off for Long Course distance athletes
- 6 am – 4 pm: Alpha Win Fitness Expo
- 6:40 am: Transition area closed for all athletes
- 6:50 am: Long Course Distance athlete pre-race meeting on the beach
- 7 am: Long Course male wave start
- 7:03 am: Long Course female wave start
- 12:00 – 2:00 pm: Long Course distance athletes and volunteer lunch
- 2 pm: Long Course distance Awards**
- 2 – 6 pm: Packet and Timing Chip Pick-Up for Sprint and Olympic distance athletes at Lake George Battleground State Campground
- 6:15 pm: Dinner and festivities on the Lake George Steamboat (Must sign up online)

Sunday, September 1, 2024 –

Race Site at Million Dollar Beach, Beach Rd, Lake George, NY

- 4:30– 6:00 am: Additional Packet and Timing Chip Pick-Up for Sprint and Olympic athletes
- 4:30– 6:00 am: Bike and Gear Drop-Off for Sprint and Olympic athletes
- 6 am – 2 pm: Alpha Win Fitness Expo
- 6:10 am: Transition area closed to all Sprint Athletes
- 6:20 am: Sprint athlete pre-race meeting on the beach
- 6:30 am: Transition area closed to all Olympic athletes
- 6:30 am: Sprint Male wave start
- 6:33 am: Sprint Female wave start
- 6:38 am: Sprint Duathlon wave start
- 7:00 am: Olympic athlete Prerace Meeting on the beach
- 7:10 am: NECTC Olympic Male wave start
- 7:13 am: NECTC Olympic Female wave start
- 7:16 am: Olympic Male wave start
- 7:19 am: Olympic Female wave start
- 9:00 am: Sprint distance Awards Ceremony**
- 11:00 am – 1:00 pm: Sprint and Olympic distance athletes and Volunteers lunch
- 12:00 pm: Olympic distance Awards Ceremony**

ALPHA WIN LAKE GEORGE



CONTACT

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