



Max Multisport Coaching's mission is to empower women of all athletic abilities, to maximize their potential by participating in multisport.

We value safety, support and education. We adhere to having safe training environments for our athletes, create a supportive community of training and educate women on the newest and best methods of effective training.

Our professional, caring, certified coaches provide guidance and support and our athletes (trainees) benefit from a team environment and gain motivation and support as they pursue a common goal.

Max Multisport offers one-on-one coaching, group training programs, classes, skills clinics, and camps.

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Contact us at 773.832.1335



*Official coaching
provider for the
Naperville SheRox
Women's Triathlon.
2010-2012*

WHO WE ARE

Since 2004, Max Multisport Coaching has been providing group training, personal coaching, camps, and clinics training to women in the Chicagoland area.

We were the official coaching provider for the Naperville SheRox Women's Triathlon. 2010-2012. We have helped thousands of women achieve their fitness goals over the years. We coach on average up to 250 women in the area annually.

Partnering with Max Multisport Coaching gives your company the opportunity to reach the target market and audience of women athletes. We will work with you to promote your products/services through our group training programs, camps, clinics and coached athletes.





- * *\$2,274 spent on bikes in past 12 months*
- * *\$524 spent on bike equipment*
- * *\$564 spent on race fees in past 12 months*
- * *\$370 spent on training, running and athletic footwear*
- * *\$277 spent on nutritional supplements*
- * *8% of dollars on fitness clothing*



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DEMOGRAPHICS

Demographics on the Sport

“Multisport” has become its own industry with companies being formed specifically to target this growing market. Corporations are spending more advertising dollars in the form of sponsorship each year at multisport events, on multisport clubs and coaching organizations, and on specific athletes.

Triathlon participation in the United States is at an all-time high. USA Triathlon can easily track the surge through its membership numbers, which reached 550,446 members (annual and one-day) in 2012.

Since 2000 female USA Triathlon membership (annual and one-day) has grown to 39.5% at the end of 2012.

A few of the factors that play a part in continued growth of the sport:

- The growth in the number of the more accessible shorter sprint races, which made the sport more accessible to those with fewer hours to train each week
- Growth in multisport shops and triathlon specific training and racing gear
- Increase in clubs, which create a community concept for men and **especially women** who enjoy the group training and support atmosphere
- Growth in the number of USA Triathlon certified coaches who are able to provide training plans and individual attention for athletes who need guidance and motivation
- **Growth of women's-only events** like the Danskin and Trek Triathlon Series, and races focusing on charity involvement and fundraising.

From 2012 USA Triathlon Demographics Report, updated April 2013



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**90% of triathletes...
spend an average
of \$3,200 per year
on sporting goods/
athletic purchases**



WHY SPONSOR

Increase Brand Awareness: Sell More Services/Products

Your company can position itself with the healthy lifestyle and lifelong fitness associated with triathlon.

The sport of triathlon, like no other sport, embraces the concepts of maintaining a healthy and active lifestyle. Multisport events like triathlon provide a goal that motivates and encourages the athlete to workout regularly. Unlike traditional “get fit programs”, triathlon events identify absolute objectives and timeframes in which the athlete must get in shape to prepare for the event. Completing the event itself is a huge reward and usually results in the athlete wanting to participate in more events.

Your company can also position itself with an attractive demographic.

- A triathlete's average individual income is \$126,000 per year.
- 93% of triathletes have attended or graduated from a four-year college and 50% hold a Masters Degree or higher.
- 90% of triathletes are between the age of 25 and 54 and spend an average of \$3,200 per year on sporting goods/athletic purchases.
- In addition, women are a major influence on buying decisions in the home.

Based on a USAT study in 2009



*Team members
spend an average of
5-20 hrs/week training,
which means your
company recognition
will be shown weekly
around the Chicago
area and at races*



WE PROMOTE YOU

Your company should sponsor the Max Multisport Coaching team for the below additional reasons:

- Max Multisport can be an integral part of your marketing strategy.
- Your company can distribute your marketing materials, flyers, posters, sample products, and other advertisements for your company and business.
- Your company and/or business will receive logo placement on the team website.
- Your company and/or business will receive logo placement on the jerseys and t-shirts worn by the team members at competitions and while training.
- Team members spend an average of 5-20 hours per week training, which means your company recognition will be shown weekly around the Chicago area and at races.
- Your company will be associated with a group of athletes that are dedicated to their community, leading a healthy lifestyle, and passionate about the sport of triathlon.
- Your support, be it monetary or product, will go directly to the members of the team, and provide each member with the opportunity to reach her true potential in her chosen discipline.
- Your company will have the opportunity to advertise each month with your logo and link to your website via the Max Multisport newsletter.
- Your company will have the chance to write articles which promote your services and go out monthly via an email, and social media like FaceBook and Twitter.



**Since 2000 female
USA Triathlon
membership...has
grown to 39.5% at
the end of 2012**

*From 2012 USA Triathlon
Demographics Report
updated April 2013*



WE PROMOTE YOU

There are several ways to support the Max Multisport Team:

- Donate money to become an official team sponsor
- Offer our team members a discount on merchandise or services
- Donate products/services to the team to be raffled at our clinics, workouts and/or our end of season party, beginning of season party
- Donate money toward TraffickFree or our Sponsored Child with World Vision via Max Multisport
- Provide volunteer support at events in the name of Max Multisport (triathlon races such as Chicago Triathlon)
- Donate facility space or equipment (pool, gym, medicine balls, bands, etc.)
- Provide Guest speakers for events/clinic (pro triathletes or expert speakers)

We welcome your suggestions and thoughts on sponsorship and would love to discuss any creative ideas you have. Please take a few minutes and review the materials contained in this sponsorship package. You will find the following items:

- Team Sponsorship Opportunities
- Sponsorship Agreement Form

Thank you

Renee Schneidewind, President
renee@maxmultisport.com



*Sponsors get visibility
and exclusive
opportunities to connect
with women triathletes*



SPONSORSHIP

Team Sponsorship Opportunities

Sponsors can benefit through a partnership with Max Multisport Coaching based on various sponsorship levels:

- Sponsor's Name/Company name printed on team T-Shirts
- Sponsor's Name/Company name printed on the team uniforms or cycling jackets
- A logo link on www.maxmultisport.com with a link to your website
- Opportunity to speak at clinics/team meetings
- Sponsor's logo/name included in email newsletter monthly
- Sponsor information distributed via social media such as FaceBook/Twitter
- Special articles on your products or special events in our newsletter
- Usage and exposure of your product by a specialized coaching group geared towards women

For More Information please contact Renee Schneidewind, President Max Multisport Coaching, phone: 773.832.1335, e-mail: info@maxmultisport.com



SPONSORSHIP

Team Sponsorship Opportunities, continued

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

Gold \$1000+/Annual	Silver \$301-\$999/Annual	Bronze \$300/Annual
Prominent logo placement on maxmultisport.com website	Silver level logo recognition on maxmultisport.com website.	Bronze level logo recognition on maxmultisport.com website.
Prominent logo recognition on all team clothing	Logo on some team clothing	Opportunity to write articles for monthly newsletter
Article in monthly newsletter on your company/services	Opportunity to write articles for monthly newsletter	Invitation to end of year party
Press Release document to local publications	Invitation to end of year party	
Link on any team e-mails to your site		
Company banner at team events		
Marketing via your materials at all Max Multisport Events/ Clinics		
Invitation to end of year party for team and special recognition for you as a gold level sponsor		

SPONSORSHIP AGREEMENT

_____ agrees to sponsor Max Multisport Coaching Team for _____ Season.

This agreement becomes a binding document upon payment in full and signature of both sponsor and the Max Multisport Coaching Team. This agreement guarantees fulfillment of the items listed on the Sponsor Program benefits and cost sheet. The sponsor will provide items, such as website link information, company banner, and brochures to optimize exposure benefits.

_____	_____	_____
<i>Signature of Sponsor Representative</i>	<i>Title</i>	<i>Date</i>

_____	_____	_____
<i>Signature of Max Multisport Representative</i>	<i>Title</i>	<i>Date</i>

Questions can be directed to:
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