



DRC Sports Team Inspired



Partnership Packet

THE TEAM

DRC Sports, Inc. continues to prove its innovation through the one-of-a-kind triathlon team, “**DRC Sports Team Inspired**”. Team Inspired consist of a compelling group of athletes whose purpose is to spread an attitude of optimism and determination through encouraging others to be their greatest selves. They will lead by example as they participate and compete in Triathlon’s throughout Florida and Georgia.

At DRC Sports events and others, Team Inspired members offer encouragement and inspiration to other participants at the starting line, while racing, and at the finish line. The team members are available to share, listen, and motivate before and after each race at the “Get Inspired Station” - a tent near the finish lines where the uniformed athletes and their stories can be found.

Team Inspired’s presence extends into their local communities. Each member has committed to outreach service in their own and surrounding neighborhoods, and then will share their experiences at events and on the team website.

Team Inspired is composed of 12 uniformed triathletes—6 male and 6 female—that will range from novice to experienced racers. Profiles are exhibited on the team website alongside the Team Inspired blog, where all 12 members will contribute. The team proudly unites with Challenged Athletes Foundation, an organization that supports the endeavors of physically challenged athletes.

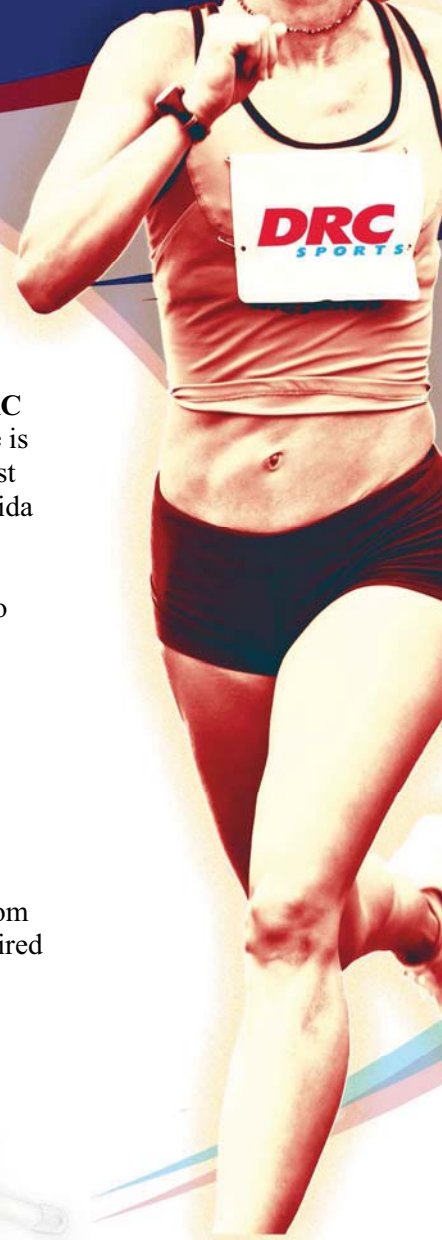
For the application process, DRC Sports seeks a story, not a finish time. The team members are asked to submit their “inspired story”: why they live with passion and how they inspire others.

To find out more information about DRC Sports Team Inspired, please visit www.drcsports.com/inspired

Are you inspired?

ABOUT DRC SPORTS

DRC Sports began race directing in 1999 and has steadily grown to become one of the emerging forces in Athletic Event Production and Management. DRC Sports prides itself on producing quality events, without forgetting how to keep it fun. DRC Sports events have a positive economic and societal impact on the communities surrounding each race. DRC Sports is seeking sponsors who want to align themselves with the positive impact of Team Inspired while helping to build their brand in this growing demographic.



DEMOGRAPHICS/ECONOMICS

Few sports can boast the demographic of the average triathlete. Extremely focused and driven to succeed, these affluent young professionals have purchasing power and desire for competition.

OUR SPORT

Triathlon is a relatively young sport, but it is becoming a powerhouse in terms of the active lifestyle market. In the 25 years since it was conceived, triathlon has grown beyond being merely a test of athletic endurance and has established itself as a lifestyle sport among millions of people around the world.

Triathlon is rapidly taking the lead in the active lifestyle market. Since its debut in the Sydney Olympics, Triathlon experienced a boom that continues today. There is little doubt that the sport will continue to grow as its national and international exposure continues. Annual Member Membership to USAT, has grown from 19,000 to 70,000 in just 6 years, and surpassed 115,000 annual members in early 2009.



New events are being added to race calendars at record pace, with events selling out months in advance. Race participation has increased by more than 300 percent in the past five years, and today, more than one million multi-sport athletes train using all three sports for fitness.

THE AVERAGE TRIATHLETE

- Average age: 38
- Average income: \$126,000
- 63% are married
- Competes in five triathlons per year
- 95% participate for the personal challenge
- Actively participates in a variety of sporting events, including:
5K's, Marathons, Mountain Biking, Skiing, Climbing, Hiking and Weight Training.
- Are eager to try the products that will help them train harder, go faster and excel in their world.
- 85% state they frequently give recommendations to someone else purchasing products and services.
- Over 85% are active, educated professionals that have a disposable income and the tendency to spend on autos, electronics, apparel, financial services and investments, travel and other premium product/service categories.



THE FACTS

Impressions Multiplied

12 total uniformed athletes - 6 male & 6 female
+
Each attend no less than 6 events per year
+
1 Facebook post and/or 1 team blog per person, per event
+
1 Team Newsletter per month sent to 7,000 DRC Sports active database
+
Expected media / public interest stories
+
Inter-community sharing via word-of-mouth
=
100,000+ Total Annual Impressions!

YOUR RACE
YOUR RESOURCE

*This is an incredibly unique and exciting marketing opportunity.
Beyond print-ads, newspapers, or radio.*

*The program is built to give maximum exposure throughout the
year as events approach, as well as in person at the event
through 12 inspiring athletes.*

Checks should be received prior to event and made payable to: DRC Sports, P.O. Box 70, Inverness, FL 34451
Phone: 352.637.2475 Email: marketing@DRCsports.com

SPONSORSHIP OPPORTUNITIES

In-Kind Partner - \$0

You have some cool stuff to share!

- Opportunities to provide in-kind products or services to our team
- Logo and link on the team web site
- Your good name spread on our team blog

Spirit Partner - \$1,000 (only 3 spots)

You love our team!

- Your logo printed on all triathlon apparel
- Your banners hung at our races
- Logo and link on the team web site
- Logo in all team press releases and in related e-communications
- Your good name spread on our team blog
- Inclusion in monthly Team Newsletter

Official Swim Partner - TYR

TYR has provided rockin' kits and bags!

Official Run Partner - J'ville Running Company

JRC provides us with 50% discount. Hey hey!

Official Supply Partner - On the Fly Race Supply

On the Fly provides us with ongoing discounts

TO RECEIVE ALL OF THE BEFORE-MENTIONED MARKETING TOOLS, BUT WITH EXCLUSIVE PARTNERSHIP TITLES:

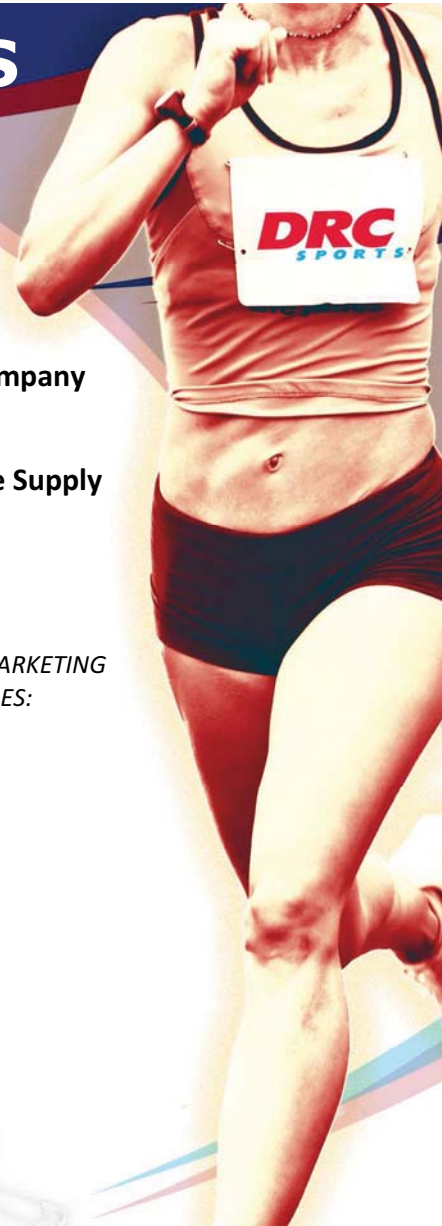
Official Awards Partner - \$1,000

Official Bike Partner - \$1,000

Official Fuel Partner - \$1,000

Official Travel Partner - \$1,000

For above details, see DRC Sports team rep.



DRC
SPORTS
YOUR RACE
YOUR RESOURCE



Gain the DRC Sports edge and business advantage by marketing your company through this exciting, athletic sponsorship campaign.

DRC Sports Athletic Event Management

PO Box 70 | Inverness, FL 34451-0070

Office: 352-637-2475 | Fax: 352-726-2140 | www.drCsports.com

