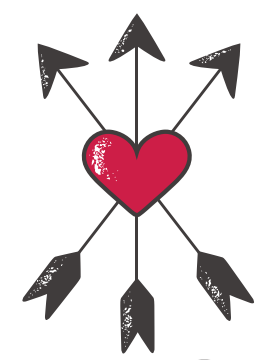




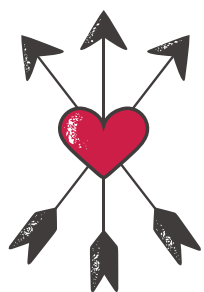
ALL WOMEN. 3 SPORTS. ONE JOURNEY.



**She Tris**<sup>TM</sup>

ALL WOMEN. 3 SPORTS. **ONE JOURNEY.**

**2024** SPONSOR PORTFOLIO



**She Tris™**

ALL WOMEN. 3 SPORTS. **ONE JOURNEY.**

**HOWEVER & WHEREVER** the journey starts,  
She Tris is an event any woman can **ACCOMPLISH.**  
**IF SHE BELIEVES SHE CAN, SHE WILL!**



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# ABOUT SHE TRIS AND WHY YOU SHOULD PARTNER WITH US

She Tris was created by Angi Klick (aka Champion of Confidence) in 2016 after realizing there was a void in the Charleston area for beginner women triathlon events. Angi's goal was to provide a high-quality race experience for women regardless of whether they were new to the sport or a seasoned triathlete. **She Tris is the only pool swim triathlon & women-only triathlon in the Charleston area.** With approachable distances, She Tris is an event any level of participant can accomplish.

After participating in She Tris and volunteering at the event for several years, Sarah Hays (aka Champion of Enthusiasm) officially joined the She Tris team 2018 to help expand the event series to more women in more cities. As of 2024, the She Tris experience has expanded to include Carnes Crossroads in Summerville, SC, as well as Chapel Hill, Winston-Salem, South Charlotte, and Huntersville in North Carolina.

Local partnerships and sponsors are the backbone of the success of the She Tris events. With this in mind, Liz Alford (aka Catalyst of Fun) joined the team in 2021 as Partnership Manager to assist our partners with event activation and ensure they are receiving a top-notch sponsor experience.

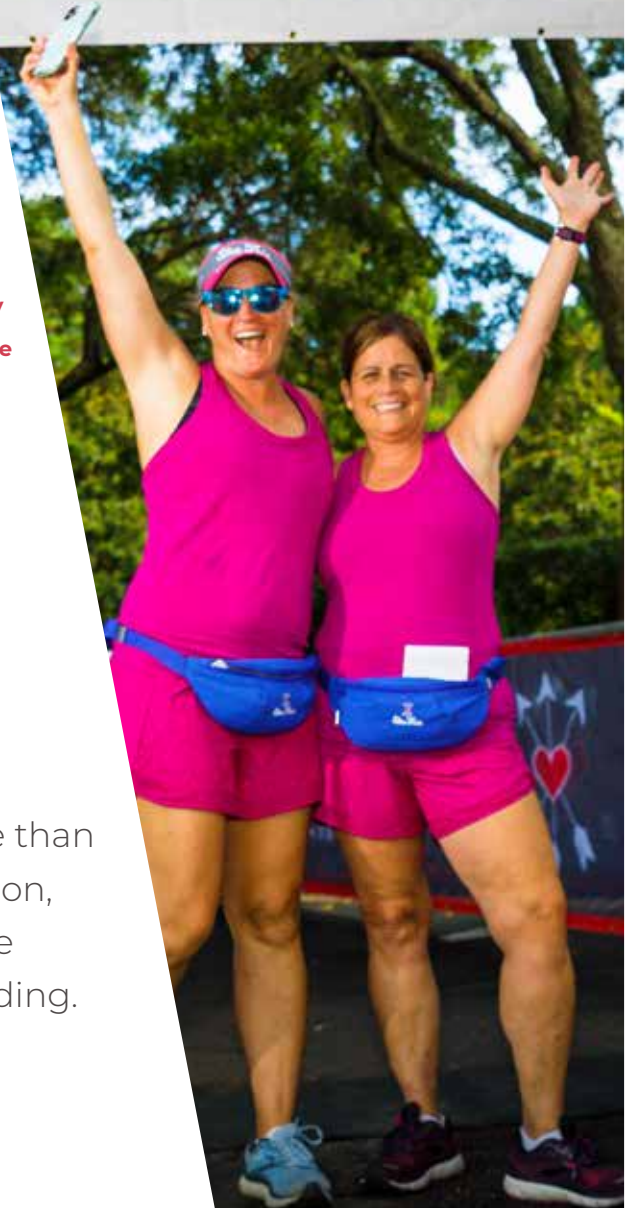
Who is "She"? Over 60% of our athletes range in age from 30- 49 years old, split pretty evenly between the 30-39 & 40-49 age brackets. While the demographics of our athletes have ranged from 10-75 and attract women from over 15 states to participate, the average age of our participants is 42, and she typically lives in South Carolina.

**Your support is crucial to our ability to provide a safe, fun and first-rate event for our participants. We want your company to shine as a valued partner of our event, inspiring women in the Lowcountry to put themselves first and to create their own journey.**

Women make up more than half of the U.S. population, and control or influence 85% of consumer spending.

Source, Forbes 2019

# FINISH



# She Tris™

ALL WOMEN. 3 SPORTS. ONE JOURNEY.

## OUR MISSION

The mission of She Tris is to create a welcoming and supportive triathlon environment for women and girls who want to complete a triathlon, regardless of their level of experience. By tackling the challenge of triathlon, we believe our participants will feel empowered to take on other challenges in life, be it personal or professional, and that the impact of She Tris will reach beyond the finish line into the lives of these women and those they influence along the way.

*IF SHE BELIEVES SHE CAN, **SHE WILL!***





## OUR CHARITABLE PARTNER



She Tris believes in encouraging women to have a healthy lifestyle and to create their own journey to participate in the sport of triathlon. Tri It For Life is our natural fit for a charitable partner and a portion of the proceeds from our events will benefit the non profit. Tri It For Life began in North Carolina in 2008. Angi and friends helped start the first SC Chapter of the nonprofit organization in 2015. TIFL mentors spend 12 weeks helping athletes discover a new title - Triathlete! TIFL not only helps some train for their first triathlon, they encourage women to put themselves first. Since 2008, more than 2,500 TIFL women athletes have crossed the finish line of their first triathlon.

To learn more, visit [www.TriItForLife.org](http://www.TriItForLife.org).

IN PARTNERSHIP WITH



# WHAT OUR TRIATHLETES & SPONSORS ARE SAYING

**ERIKA  
APPLEGATE-WALTON**

"As an injured previously competitive athlete, I lost my desire for physical activity because I no longer performed at the level I was accustomed to. After an extensive surgery, Tri It For Life and She Tris was my comeback event. This group helped me realize that being active and supported by my peers is more important than achieving a longer distance or faster time."

**KEN FRENCH -  
CREWS SUBARU**

"Crews Subaru is proud to be the She Tris Presenting sponsor – again in 2022! We made a "Love Promise" commitment to do the right thing in our community and to serve the Low Country to help, to care, and give back. Our sponsorship with She Tris completely fits that profile, which is why we have sponsored this event since its inception. For all of our efforts, we were recognized as the 2021 National Subaru Love Promise Retailer of the Year. Subaru of America's highest honor."

**L. BRAGG**

"At first when I realized I wouldn't be able to do my first tri I was devastated. But thanks to how you've led us all and motivated us these past couple weeks I'm now so excited to wake up the morning I turn 40, tackle my first ever tri with a smile on my face in my own neighborhood, and cross the finish line in my driveway with my little girls and hubby cheering me on. I'm over the moon about it! Y'all have been a shining example of how beauty is made from ashes. Thank y'all for leading with love and grace and encouragement. Can't wait till next year to complete an event in person!"

**SOLANGE  
BASSACO**

"She Tris changed my life completely for the better. I never thought I could complete the race - but I did it! Now I am so happy to be a mentor and to help all the new athletes finish the race and be able to live that special moment. I am so grateful for this amazing group of people."

**CAROL S**

"I learned about SheTris which hosts races with a pool, shorter distances, and all women. I signed up and it was life-changing. Many of the women were first-timers too. Everyone was encouraging and supportive. The bibs had our first names on them and I would hear "keep going Carol, you've got this." I felt as though I had won the lottery when I finished my first race and couldn't wait for the next one. (As featured in Run, Tri Bike magazine.)"

**T. NAUFUL**

"First of all, thank you both for all the amazing work you've done and are doing with SheTris during all this mess. I know it's been really tough and you've been wonderful, innovative, and creative. This entire program has been really important to me during 2020 and it's pushed me and helped me in a lot of ways AND I've met new people and made new friends thanks to y'all."

**NOAH MOORE  
- PRESSON  
MOORE GROUP,  
CAROLINA ONE  
REALTY**

"As the son of an incredibly strong single mother and the brother of four successful older sisters I know what strength looks like and I know the true impact of that strength. It has been an honor for me and my team to be part of this amazing organization which has provided the opportunity for so many women and girls to show their own strength and courage by training and finishing a triathlon. We look forward to being part of She Tris for years to come!"

# PARTNER WITH US

***Your support is crucial to our ability to provide a safe, fun and first-rate event for our participants.***

As a She Tris partner your company will benefit from exposure on the website, including promotion on social media, exposure at clinics, and face-to-face experiences with our participants and volunteers at packet pick-up and on event day.

**1** | **SPONSORS** are needed for both monetary and in-kind support.

**2** | **MONETARY FUNDS** go towards ensuring a safe course for participants with police support clinics, equipment, and communication tools.

**3** | **IN-KIND DONATIONS** are needed for t-shirts, medical support, event refreshments, awards, icy towels, race numbers, advertising and printing.

**4** | **VOLUNTEERS** are a crucial part of the success of She Tris and we welcome your company or organization's team to give their time in lieu of a monetary donation. The number of volunteer hours will determine the level of your sponsor benefit (minimum 30 volunteer hours).

## PARTNERSHIP LEVELS



### CHAMPION (TITLE SPONSOR)

*LIMITED TO ONE PARTNER WITH BRAND EXCLUSIVITY  
RECEIVES ALL BENEFITS ON BENEFITS CHART FOR SERIES*

TWO EVENTS | **\$8,800**  
THREE EVENTS | **\$13,200**  
FOUR EVENTS | **\$17,600**  
SERIES (6 EVENTS) | **\$23,000**

*\*2 event minimum*



### PERSERVERANCE (PRESENTING SPONSOR)

*LIMITED TO THREE PARTNERS PER RACE WITH BRAND EXCLUSIVITY*

ONE RACE | **\$3,300**  
TWO RACES | **\$5,280**  
THREE EVENTS | **\$7,900**  
FOUR EVENTS | **\$10,500**  
SERIES | **\$14,500**



### DETERMINATION (GOLD SPONSOR)

ONE RACE | **\$1,320**  
TWO RACES | **\$2,200**  
THREE EVENTS | **\$3,200**  
FOUR EVENTS | **\$4,300**  
SERIES | **\$5,500**



**TENACITY**  
PER RACE | **\$650**



**COURAGE**  
PER RACE | **\$350**

## BENEFIT



PERSERVERENCE DETERMINATION



TENACITY



COURAGE

## BENEFIT



PERSERVERENCE DETERMINATION



TENACITY



COURAGE

Company logo and link displayed year round on the SheTris website	Large Logo	Medium Logo	Small Logo	No Logo
A custom "partner spotlight" about your company's story featured in the She Tris newsletter	♥			
Your company's logo on email communication to participants	All Emails	1 Email	None	None
Monthly mentions of your company on She Tris social media outlets	♥	♥		
Advertising of your company's events on She Tris social media outlets	♥	♥	♥	
Thank you shout out on She Tris social media outlets	♥	♥	♥	♥
Invitation to attend <b>ALL</b> pre-event clinics for participants	♥			
Invitation to attend "Preview the Course", transition, <b>OR</b> swim clinic for athletes	♥	♥		
Company logo on A-frame signage at Packet-pick up and start/finish line	♥			
Mention of your business to the media on tv, radio, and news stories	♥			

Expo booth at Packet Pick Up <b>AND/OR</b> event day	Both	Both	Both	Or
Company promo inserts in race packets (Provided by company)	♥	♥	♥	♥
Company branded banners at the finish line (Provided by company)	♥	♥	♥	♥
Official She Tris event photo plaque to display at your business location	♥	♥		
Company name and logo on all promo materials	♥	♥		
Your company representative to speak at event	♥			
Verbal acknowledgment of sponsorship during the event	♥	♥	♥	♥
Logo on sponsor board (presenting, gold, silver) Company name on sponsor board (bronze)	♥	♥	♥	
Number of event entries to use as staff incentives or giveaways	3	2	1	
Logo race shirts (presenting, gold, silver) Company name on race shirts (bronze)	♥	♥	♥	

## OUR EVENTS



**MAY 18, 2024**

AT THE I'ON CLUB  
IN MT. PLEASANT, SC



**JUNE 02, 2024**

AT HARRIS YMCA  
IN CHARLOTTE, NC



**AUG 11, 2024**

AT CLEMMONS WEST  
RECREATION ASSOCIATION  
IN CLEMMONS, NC



**SEPT 15, 2024**

AT HUNTERSVILLE FAMILY  
FITNESS & AQUATICS  
IN HUNTERSVILLE, NC



**SEPT 21, 2024**

AT CARNES CROSSROADS  
IN SUMMERVILLE, SC

Includes a girls event, ages +5



**SEPT 29, 2024**

AT UNC WELLNESS CENTER  
IN CHAPEL HILL, NC

## CONTACT



South Carolina:  
[Liz@SheTris.com](mailto:Liz@SheTris.com)



North Carolina:  
[Jen@jen-cox.com](mailto:Jen@jen-cox.com)



[www.SheTris.com](http://www.SheTris.com)



P.O. Box 867, Mt. Pleasant,  
SC 29465



# SPONSORSHIP FORM & PAYMENT INFORMATION

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

I/We would like to sponsor  
these upcoming events:  
(check all the apply)

☐ May 18, 2024  
I'On Club in Mt. Pleasant, SC

☐ September 15, HFF&A in  
Huntersville, NC

☐ June 2, 2024 Harris YMCA in  
Charlotte, NC

☐ September 21, 2024 Carnes  
Crossroads in Summerville, SC

☐ August 11, 2024 CWRA in  
Clemmons, NC

☐ September 29, 2024 UNC Wellness  
Center in Chapel Hill, NC

I/We agree to be a sponsor of She Tris at this commitment level:

☐ Champion (Title)

☐ Perserverence (Presenting)

☐ Determination (Gold)

☐ Tenacity (Silver)

☐ Courage (Bronze)



Upon Submission of this commitment, I agree to the following terms  
along with the benefits associated with my level of sponsorship:

- I will provide my company logo in both jpeg and vector (.eps) formats  
**6 WEEKS BEFORE** the triathlon to Liz@SheTris.com

- I will provide **HALF** of the promised funds amount along with this commitment.

- I will pay the promised funds amount **IN FULL** 3 weeks before triathlon date.

**Sponsorship fees will be invoiced through QuickBooks from Polka Dot Productions, LLC** and payment can be made in the form of credit card, debit card or check. Please indicate payment contact and email if different from Company Contact listed above.

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_  
Your Signature

\_\_\_\_\_  
Today's Date



# FINISH



CREWS  
SUBARU  
of CHARLESTON  
SUBARU



CREWS  
SUBARU  
of CHARLESTON  
SUBARU



## She Tris™

ALL WOMEN. 3 SPORTS. ONE JOURNEY.

[www.SheTris.com](http://www.SheTris.com)

[Liz@SheTris.com](mailto:Liz@SheTris.com)

P.O. Box 867,  
Mt. Pleasant, SC 29465