



2026 BLACKLAND TRIATHLON SPONSORSHIP GUIDE

BLACKLANDTRIATHLON.COM

SHARE YOUR VISION

CONNECT YOUR BUSINESS WITH THE GO-GETTERS OF THE WORLD.

When you sponsor a Tri-Now Events® race, you're sharing your message directly with some of the most successful people around. And we know that once they become passionate about something, they stick with it.

So let's start building those relationships today!



Average Age:

38

REACH YOUR AUDIENCE

DID YOU KNOW?

Triathletes spend up to 50% of discretionary income on bikes, fitness clothing, shoes and race entries.

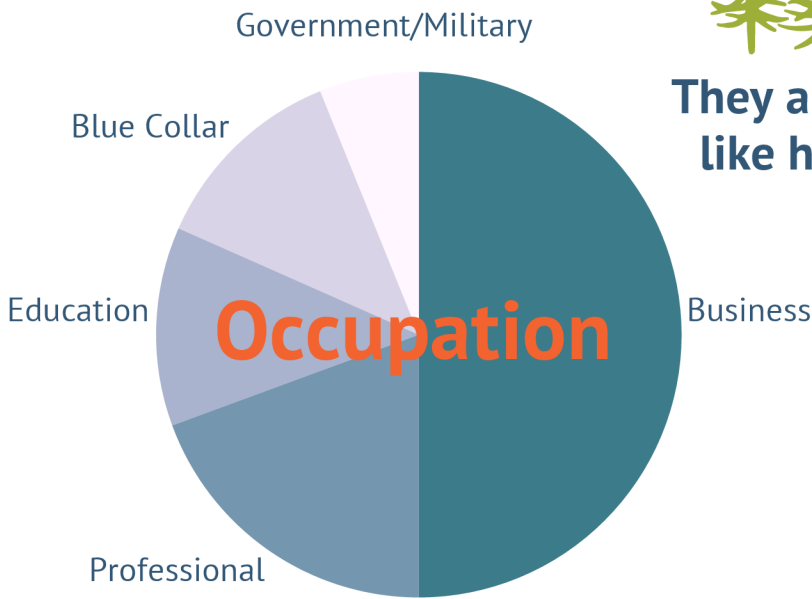


70% Are Married

Average Income: \$126,000



They also enjoy outdoor activities like hiking, camping and skiing.



87% Are College Educated



60% Are Male

40% Are Female

*Stats from 2023 USA Triathlon Industry Report

LET US HELP!

GET YOUR MESSAGE MOVING (AND MOTIVATING!)

We can help you develop a wide variety of creative and effective sponsorship marketing opportunities.

As a leading race production and management company, Tri-Now Events offers sponsorship packages that meet every goal and budget.

SCAN TO
BECOME
A SPONSOR



Contact Debra@Tri-Now.com to
set your plan in motion today!

TRI-NOWEVENTS.COM



September 7, 2026
Plano, TX



Title Sponsor

\$4,500

- Exclusive Title Sponsor: Blackland Triathlon and Blackland Youth Triathlon Presented by "Your Company/Logo"
- Premier Recognition in Event Marketing Campaign
- Title Sponsor Listing on *BlacklandTriathlon.com* and *Tri-NowEvents.com*
- Banner Ad on *Tri-NowEvents.com*
- Logo on Front and Back of Event Shirt
- Logo on Course Maps
- Weekly Mentions and/or Shares on Related Tri-Now Events Social Media Posts
- Title Logo on Race Bibs
- Recognition from Stage at All Award Ceremonies
- Banner Display at Transition and Finish Line
- Opportunity for Items in Adult and Kid Goody Bags
- Premium Vendor Space at Finish Line
- Seven (7) Complimentary Race Entries for Company Friends/Employees

WHO WILL ENGAGE WITH YOUR BRAND AT THIS EVENT?



- 750 Athletes
- 60-80 Volunteers
- 2000+ Spectators



Gold Sponsor

\$2,350

- Prime Recognition in Event Digital Marketing Campaign
- Gold Level Recognition with Logo on *BlacklandTriathlon.com* and *Tri-NowEvents.com*
- Gold Level Logo Placement on Back of Event Shirt
- Logo on Course Maps
- Six (6) Mentions and/or Shares on Related Tri-now Events Social Media Posts
- Recognition from Stage at the Sprint and Little Buggy Kids' Race
- Opportunity for Banner Display at Transition *and* Finish Line*
- Opportunity for Items in Adult and Kid Goody Bags*
- Vendor Space at Finish Line
- Five (5) Complimentary Race Entries for Company Friends/Employees



Bronze Sponsor

\$700

- Recognition in Event Digital Marketing Campaign
- Bronze Level Recognition on *BlacklandTriathlon.com* and *Tri-NowEvents.com*
- Bronze Level Logo Placement on Back of Event Shirt
- One (1) Mention and/or Share on Related Tri-Now Events Social Media Post
- Recognition from Stage
- Opportunity for Banner Display at Finish Line*
- Opportunity for Items in Adult and Kid Virtual Goody Bag*
- Vendor Space at Finish Line
- Two (2) Complimentary Race Entries for Company Friends/Employees

SCAN TO
BECOME
A SPONSOR




Silver Sponsor

\$1,200

- Prominent Recognition in Event Digital Marketing Campaign
- Silver Level Recognition with Logo on *BlacklandTriathlon.com* and *Tri-NowEvents.com*
- Silver Level Logo Placement on Back of Event Shirt
- Name on Course Maps
- Recognition from the Stage at Sprint and Little Buggy Kids' Race
- Three (3) Mentions and/or Shares on Related Tri-Now Events Social Media Posts
- Opportunity for Banner Display at Transition *or* Finish Line*
- Opportunity for Items in Adult and Kid Goody Bags*
- Vendor Space at Finish Line
- Three (3) Complimentary Race Entries for Company Friends/Employees



Friend Sponsor

\$350

- Logo on event website sponsor page
- Group social media recognition post
- Booth space at the finish line



Additional Opportunities

A La Carte Sponsorship Options Per Race

Banner Ad

Your Logo and Reciprocal Link Featured on Event Website good for 12 months.

\$200

Bib Sponsor*

Your Logo on all Participants' Run Bibs

\$550

Ice Sponsor*

Banner Ad and Name and Sponsor Category Listed on Event Website

\$400

Water Sponsor*

Name and Sponsorship Category Listed on Event Website

\$500 *SOLD*

Plus Donation of Branded Water

Athlete Food Sponsor*

Signage at Athlete Food Tent, Name and Sponsor Donation Category of Athlete Lunch Listed on Event Website

In-Kind

Donation of Athlete Lunches

Vendor Space

One (1) Booth Space at Finish line

\$150



*One Sponsor Per Race Only

Contact Debra@Tri-Now.com to sponsor today!