



# Boston Triathlon Team: Sponsorship Newsletter - January 2009

## Hello Sponsors and Supporters!

Hello to all of our 2009 sponsors and supporters – we are looking forward to working with you this coming year. This newsletter will come out quarterly, and is intended to let you know about what's happening with the team. We benefit tremendously from the generosity of your sponsorship, and we want to keep you up to date with team happenings and how your contributions are adding to the success of the team and its members.

## Welcome New Members

The Boston Triathlon Team is pleased to welcome 21 new members to our 2009 crew. To join the team, these members were asked to go through an application process, and we are excited to have them on board. As always, we welcome anyone who is interested in triathlon, or our team, to join us for just about any of our events. That means sponsors too!

## 2008 Was a Fantastic Year for BTT

In 2008, our members participated in over 350 events around the world, including more than 100 in the New England area. These events included:

- 28 Ironman finishes
- 44 Half Ironman finishes
- 37 International distance finishes
- Countless sprint distance finishes
- 16 Marathon finishes
- 10 Open water swim finishes
- ... for a total of more than 12,500 miles raced!

To top things off, BTT finished the 2008 season with 78 age group podium finishes, 21 overall podium finishes, and 6 world championship qualifiers.



BTT'er finishing  
Ironman Austria



BTT'ers at the  
Cranberry Tri  
(Lakeville, MA)

## Sample Local, National and International Events in 2008

Below is a sample listing of where Boston Triathlon Team members raced in 2008:

- Boston Marathon (Ashland to Boston)
- Cranberry County Triathlon (Lakeville, MA)
- Eagleman 70.3 Half Ironman (Cambridge, MD)
- Ford Ironman World Championships (Kona, Hawaii)
- Hyannis Marathon, Half Marathon, and 10K (MA)
- Ironman USA (Lake Placid, NY)
- Ironman Austria (Klagenfurt, Austria)
- ITU Lima (Lima, Peru)
- Lobsterman Triathlon (Freeport, ME)
- Mooseman International and Half Iron Triathlon (NH)
- Nike Women's Half Marathon (San Francisco, CA)
- Timberman Triathlon Festival & 70.3 (NH)
- USA Triathlon Age Group National Championships (Portland, OR)
- Wild Fish 1 & 2 Mile Open Water Swim (Salem, MA)
- Witch City Triathlon (Salem, MA)
- Wrentham Duathlon (MA)

## What's on Tap in 2009?

There are several great social and athletic events already planned for 2009. *We would love to see you there!*

### **1st Annual Boston Triathlon Team Time Trial Saturday, March 1, 2009**

This is part 2 of a 3-part series, along with the Team Psycho Time Trial on Feb 1 and the New England Multisport Expo TT on March 21/22. It's open to all! We hope you will come by to either say hello or to see how you'd do on the 10km Computrainer-simulated course.

- **Time:** 8am – 2pm
- **Location:** Landry's Bicycles, 890 Commonwealth Ave., Boston

There are great prizes for division winners as well as raffle prizes for just entering. See [www.bostontriathlon.com](http://www.bostontriathlon.com) for details on registering. Proceeds go to MassBike and the Boston Triathlon Team.

(MORE on the Next page...)



# Boston Triathlon Team: Sponsorship Newsletter - January 2009

## ...More Happenings for 2009

### **Boston Triathlon Team Season Kick-Off Party**

This fun event starts off the season by gathering the team together with some food and drink – sponsored by Harpoon (thank you, Harpoon!). We'll welcome the new members, see teammates who we haven't seen since last season, try on uniforms, and make announcements for things to come in 2009. **We invite you to attend, meet members, and promote your company!**

– **Monday, February 23<sup>rd</sup> 5:30-8pm**

\*Harpoon Brewery, Tasting Room

\*306 Northern Ave., So. Boston (Marine Industrial Park)

### **Boston Triathlon Team Socials**

Yes, we are a team that loves to be active, but we love our beer and being social too. Join us for a pint at either of these upcoming socials. We have one each month, so if you can't make one of these, we'd love to see you another month soon.

– **January 22<sup>nd</sup>: Thirsty Thursday Social**

\*Join us at The Asgard Irish Pub & Grill, 7pm

\*350 Mass. Ave., Central Square, Cambridge

– **February 18th: Hump Day Social (Wednesday)**

\*Join us at Union Street Bar & Grill, 7pm

\*107 Union St., Newton Center

### **Boston Triathlon Team X-Country Ski Clinic**

Former BTT'er Chris Li will instruct a second cross country and skate skiing session. Stay tuned for details!



BTT bikes the Boston Marathon course early on April 21, 2008

## Contact Information

For sponsorship information please contact:

Rachel Saks Aronis  
Sponsorship Chair  
(617) 767-9697

Rachelsaks@hotmail.com

Meredith MacSwan  
President

(617-999-9006)

meredithmacswan@gmail.com

**www.bostontriathlonteam.com**

## Sponsorship with the Boston Triathlon Team

We thank you for your commitment to partner with us in 2009. As a reminder, here are the many benefits to sponsoring the team:

- Extension of customer base: reach a fast growing population of active people
- Category exclusivity
  - o Designation as official sponsor of the Boston Triathlon Team
  - o Business exposure: maximum exposure of company and logo throughout the Boston area, New England, nationally, and internationally
  - o Company logo prominently displayed on:
    - \* Team uniform
    - \* Select training and podium apparel
    - \* Team website and blog (with links to your website!)
- Dedicated team representative to provide continuous communication and team races/results
- Prominent posting of company banner at races and events
- Co-branded marketing and event opportunities to be determined
- Additional emphasis on promoting company at the team level
- 2 tickets to season kick-off party and end-of-season banquet
- Potential for BTT members to volunteer at company sponsored events.
- Newsletter with updates on team events and accomplishments
- Involvement with and contribution to the success of amateur athletes in the Boston area

Thank you sponsors!



## BTT Supporters

The Boston Triathlon Team also thanks their supporters who have arranged some type of discount to team members:

- Active Recovery Boston
- B.A. Event Promotions
- Boston Body Worker
- Marathon Sports
- Fuel Belt
- Oakley
- Pure Madness
- 1-800 Dial-a-Mattress
- Waterville Valley
- Wellness Works