



Boston Triathlon Team: Sponsorship Newsletter - May 2009

Hello Sponsors and Supporters!

Hello again, 2009 sponsors and supporters! The 2009 season has begun for the Boston Triathlon Team and we are excited to share an update with you.

2009 off to a Great Start!

The Boston Triathlon Team has already been out in force this year! More than 20 members competed in the Hyannis Marathon, Half Marathon and 10K in February, and almost a dozen took the road for the Ras Na hEireann 5k road race in Somerville on March 15th (both races are put on by another fantastic sponsor of ours, BA Event Promotions). Several athletes had PR's (personal records) and everybody had a good time. Other races BTT members have participated in this year include:

- New Bedford Half Marathon (New Bedford, MA)
- Run for the Border Half Marathon (Rye, NH)
- Stu's 30K Road Race (Clinton, MA)
- Sarasota Half Marathon (Sarasota, FL)
- Harpoon Indoor Time Trial (Boston, MA)
- Massachusetts Winter Triathlon (Weston, MA)
- Fenua 5.2k Run (Moorea/Tahiti, South Pacific)
- Ironman 70.3 St. Croix (U.S. Virgin Islands)
- St. Anthony's Triathlon (St. Petersburg, FL)

Introducing the Newest BTT Sponsor!

We are thrilled to introduce Fast Company as our newest team sponsor! Through their website and monthly business magazine, "*Fast Company is written for the innovative pioneers who are transcending the boundaries of normal business conventions and shaping the business world.*"

FAST COMPANY

BTT 1st Annual Time Trial is a Hit

Landry's Bicycles (one of our sponsors) was the perfect venue, and on March 1st many people, including more than two dozen dedicated volunteers, made the Time Trial a success. We look forward to more years of this exciting event!

Mark from Landry's summed it up by the numbers:

- 1 Pedal powered blender (thank you Cycle Ops)
- 4 Hours of sleep the night before
- 6 States represented
- 11 Years old, youngest racer
- 16 Computrainers
- 25 Volunteers
- 67 Years old, oldest racer
- 144 Pint glasses
- 210 Participants
- 330 Harpoon Beers

Special thanks goes out to Blackstone Valley Human Performance for supplying the technology, production, and many of the Computrainers.

Several sponsors were also on hand, including **Marathon Physical Therapy** who graciously gave massages to all competitors and volunteers; **Harpoon** who donated cold beverages to keep the spirits up; **Owater** who powered everyone with a healthy refreshment; and **Dunkin Donuts** who fed a hungry crowd with delicious bagels. At end the day, a donation was made by BTT to MassBike.

Cyclists give their "all" at the BTT Time Trial





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Check Out the BTT Blog!

Want to know what's going on with the team? Check out the BTT blog! Updated on a weekly basis, the blog offers articles and summaries from different members about recent events and happenings. You can get there right from the BTT homepage - www.bostontriathlonteam.com. Be sure to check it out to see where YOUR logo is being seen!

Races in April, May, June

Keep an eye out because BTT'ers will be racing in several great events this spring:

- Ironman 70.3 California (Oceanside, CA)
- Wrentham Duathlon (Wrentham, MA)
- Boston Marathon (Boston, MA)
- St. Croix 70.3 (St. Croix, US Virgin Islands)
- JerseyMan Half Iron Triathlon (Clinton, NJ)
- Boston Run to Remember (Boston, MA)
- Mooseman International/Half Iron Triathlon (NH)
- Mt. Washington Road Race (NH)
- Harpoon Brewery to Brewery Ride (MA to VT)

Sponsorship Benefits

There are many benefits to being a sponsor of the Boston Triathlon Team.

- Would you like to get in touch with any of our other sponsors? Just let us know and we can connect you and help you expand your business relationships.
- Would you like an additional marketing opportunity? We are happy to include you at our events in addition to having your product or banner up at an event with us. Just contact Meredith or Rachel!

BTT'ers volunteer at the Na Ras Ras Na hEireann 5k road race in Somerville on March 15th.



Upcoming Events:

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 the next upcoming social. We have one each month, so if you can't make this one, we'd love to see you another month soon. Please check the BTT website for our upcoming social times and locations.

Boston Triathlon Team Training Weekend

The weekend of May 14 – 17, 2009, training will be put into high gear as the team swims, bikes and runs in Waterville Valley, NH. This is one of the biggest events of the year for the team! Most of you are supporting us at training weekend in one way or another and we **thank you** for your support!

If you would like to be a part of our training weekend, please contact Rachel or Meredith!

Thank you sponsors!



**LANDRY'S
BICYCLES**

FAST COMPANY



Contact Information

For sponsorship information please contact:

Rachel Saks Aronis
Sponsorship Chair
(617) 767-9697
Rachelsaks@hotmail.com

Meredith MacSwan Harjes
President
(617)-999-9006
meredithmacswan@gmail.com



www.bostontriathlonteam.com