

TRAIN.

Be part of an active, philanthropic team.

- Clinics & social activities
- Event support (for Signature Events)
- Professional training plans
- Online fundraising capabilities
- And of course, SWAG & product discounts

CARE.

Raise funds for one or more youth-focused Nonprofit Partners.

- ACE Scholarships
- Big Brothers Big Sisters of Colorado
- Colorado UpLift
- Denver Active 20-30 Children's Foundation
- LiveWell Colorado
- Project PAVE
- SOS Outreach
- Tennyson Center
- Trips for Kids
- Young Philanthropists Foundation

SWEAT.

Challenge yourself.

You may choose any endurance event but we encourage you to participate in one or more of the team's Signature Events:

- Talons Challenge - March 3
- Tough Mudder - June 9 & 10
- Denver Triathlon - June 10
- Triple Bypass - July 14 & 15
- Eagle River Ride - July 28
- Copper Triangle - Aug 4
- Outdoor Divas Sprint Triathlon - Aug 12
- Warrior Dash - Aug 18 & 19
- King of the Rockies Single Track - Aug 25
- Venus de Miles - Aug 26
- Harvest Moon Half Ironman - Sept 9
- Denver (Half, Full, Relay) Marathon - Sept 22

Team members have also participated in:

Boulder Peak Triathlon, Buffalo Classic, Colfax Marathon, Las Vegas Marathon, Leadville 50 & 100 & more.



GIVE.

Make an impact doing what you love.

In two years, 178 athletes have raised \$235,000 for Colorado's at-risk kids. Team members receive the following when they raise:

\$650

- Jersey, tech tee OR long-sleeve base layer
- Standard Pro-Deals & Discounts

\$1,250

- Jersey, tech tee OR long-sleeve base layer
- Cycling bibs, running jacket OR thermal top
- One event registration*
- Premier Pro-Deals & Discounts

\$2,500

- Jersey, tech tee OR long-sleeve base layer
- Cycling bibs, running jacket OR thermal top
- One event registration*
- Premier Pro-Deals & Discounts
- Embroidered casual jacket & bag

Groups

Want to raise funds as a group of three or more or incorporate Sweat Equity into your company wellness program? Contact us for details about fundraising levels from \$250 per person.

SPONSOR.

Support one or more athletes through a company sponsorship.

- Sponsorship levels from \$750 to \$30,000
- Benefits include logo placement on clothing, signage, team car, website & collateral.

* Registration cost up to \$150 for Signature Events and \$125 for non-signature events. Based on availability. Limit one per participant.

ATHLETE SPONSORS

Because Athlete Sponsors can allocate their sponsorship funds to the team member(s) of their choice, they can support employees, friends, family members or clients who are on the team while gaining exposure for their company, supporting their community, & receiving the tax benefits of a charitable donation.

PRESENTING SPONSOR **\$30,000 (LIMIT ONE)**

- "Powered by (your company)" will appear on:
 - Cycling jerseys & shorts
 - Running tech tees
 - Website header, which appears on all pages
- Largest logo on:
 - Cycling jerseys & shorts
 - Running tech tees & jackets
 - \$2,500 fundraising apparel prize
 - Team support vehicle
 - Signage
 - Lunch n Learn presentations
 - Sponsor page of website
 - 2013 brochure
- Acknowledgement in targeted press communications
- Product sampling or logoed SWAG in athlete welcome bags, if applicable
- Additional benefits to be determined with Presenting Sponsor

TITLE SPONSOR **\$20,000 (LIMIT TWO)**

- Large logo on:
 - Cycling jerseys & shorts
 - Running tech tees & jackets
 - \$2,500 fundraising apparel prize
 - Team support vehicle
 - Signage
 - Sponsor page of website
 - 2013 brochure
- Acknowledgement in press communications
- Product sampling or logoed SWAG in athlete welcome bags, if applicable

LEAD SPONSOR **\$10,000 (LIMIT THREE)**

- Large logo on:
 - Cycling jerseys
 - Running tech tees
 - Team support vehicle
 - Signage
 - Sponsor page of website
 - 2013 brochure

PREMIER SPONSOR **\$5,000**

- Medium logo on:
 - Cycling jerseys
 - Running tech tees
 - Signage
 - Sponsor page of website

ATHLETE SPONSOR **\$2,000 (monetary, in-kind or pro deals)**

- Small logo on:
 - Cycling jerseys
 - Signage
 - Sponsor page of website

SPORT SPONSOR **\$750 (in-kind or pro deals)**

- Small logo on:
 - Signage
 - Sponsor page of website

Sponsors must be confirmed and logos received by:

March 8 to be included on the 2012 apparel

June 1 to be included on team support vehicle and signage.

Sponsors that commit after these dates will be included on the 2013 apparel, team support vehicle and signage.