



**Sat April 11 & Sun April 12, 2026**  
**Typhoon Texas Waterpark, Katy, Texas**

## Become an Event Partner

### ABOUT THE EVENT

In 2016, the kids triathlon at Typhoon Texas in Katy was founded to help introduce Houston-area kids to triathlon in a fun and engaging way. Since then the event has gone through several iterations from the Typhoon Texas Kids Triathlon to the Houston Texans Kids Triathlon and, now, we introduce the Houston Kids Tri! The event has grown into a multi-day multi-sport festival focused on kids and is now the World's Largest Kids Triathlon. Negative Split Productions along with Houston's #1 Hit Music Station, 104.1 KRBE, will bring together young athletes of all skill levels and abilities to introduce them to multi-sport as a way to stay active in both mind and body. Become an event partner, support the local community, and celebrate fitness with thousand of families from all over Texas and the surrounding states with the Houston Kids Tri on Saturday, April 11 and Sunday, April 12 at Typhoon Texas Houston.

### DEMOGRAPHICS & NUMBERS\*

Estimated registered participants (all events combined): **1,600**

Estimated total attendees (both days combined): **10,000**

Gender: 50% female / 50% male

Parent's Average Age: 34

47% between 30-49

Average HHI: \$125,000

75% income between \$75k to \$199k

45% professional industry jobs



\*Demographic information is based on data gathered from previous events.

### SPONSORSHIP BENEFITS & OPPORTUNITIES

High-impact exposure opportunities include on-site activation, race site branding, digital/social media before and after the event, and on-air promotions to hundreds of thousands of Houstonians.

Some opportunities include title/presenting sponsor, category exclusivity, digital exposure, and on-site engagement.



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### **ABOUT NEGATIVE SPLIT PRODUCTIONS**

Negative Split Productions was founded in 2014 with the goal of producing the premier endurance events in the greater Houston area. Over the years NSP has created events ranging from road race series to extreme triathlons in remote destinations around the world as well as the world's largest kids triathlon, hosted annually in Katy. For more information visit [mynegativesplit.com](http://mynegativesplit.com).

### **ABOUT 104.1, KRBE-FM**

Houston's #1 Hit Music Station has been 104.1 KRBE for forty years, playing contemporary hits to nearly one million weekly listeners. Home to the iconic, and nationally recognized, The Roula Show with Eric, KRBE boasts one of the most active and vibrant audiences of any media outlet in the metro Houston area. [KRBE.com](http://KRBE.com) and its social media handles, opt-in newsletter subscribers, and podcasters provide another 1 million+ monthly unique impressions.

## **Ready to get started?**

When you are ready to get started, reach out to the contact below. Let's do our part to get Houston-area youth active and actively growing your business at the Houston Kids Tri!

**Partner Contact: Tim Gratzer**

**[Tim.Gratzer@cumulus.com](mailto:Tim.Gratzer@cumulus.com)**

**P: 713.266.1000**



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### **EXCLUSIVE PRESENTING SPONSOR (Limit One)**

- Exclusive naming rights for the event as the presenting sponsor and recognition as "Houston Kids Tri presented by..." when the event is named.
- Category exclusivity
- Recognition (company name & logo) on all marketing/promotional print pieces
- Top logo placements on race day banners, back of event shirts, event website, dedicated promotional emails, and participant emails.
- Exposure through social media campaigns (Facebook and Instagram, up to weekly posts with exclusive tagging)
- Logo inclusion on the back of finisher medals
- Logo on all FREE race photos provided to participants
- Opportunity to have a company representative address participants throughout the event
- Opportunity to provide promotional item or flyer in participant packets
- Opportunity to provide exclusive pre- or post-event email to participants
- Opportunity to provide participant deals/promotions through the event website and exclusive social media posts
- Dedicated 10'x10' booth space at the event post race party
- 10 complimentary entries (up to \$1,050 value)

### **ON-AIR/DIGITAL/SOCIAL MEDIA - 104.1 KRBE (3/1/2026-4/12/2026)**

- KRBE customized assets...





### **POST RACE PARTY SPONSOR (Limit One)**

- Recognition as “Part Race Party presented by”
- Category exclusivity available
- Recognition (company name & logo) on all marketing/promotional print materials
- Logo placement on race day banners, back of event shirts, event website, promotional emails, and participant emails
- Exposure through social media campaigns (Facebook and Instagram) with up to weekly posts with tagging
- Opportunity to have a company representative address participants prior to the start of the race each day
- Opportunity to provide promotional item or flyer in participant packets
- Opportunity to provide participant deals/promotions through event website and exclusive social media posts
- Dedicated 10'x10' booth space at the event post race party
- 7 complimentary entries (up to \$735 value)

### **ON-AIR/DIGITAL/SOCIAL MEDIA - 104.1 KRBE (3/1/2026-4/12/2026)**

- KRBE customized assets...



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#### **PACKET PICKUP SPONSOR (Limit One)**

- Recognition as “Official Packet Pickup Partner”
- Host 1 or 2 days or pre-race packet pickup plus engagement opportunities at race site packet pickup of Friday & Saturday
- Category exclusivity available
- Recognition (company name & logo) on all marketing/promotional print materials
- Logo placement on race day banners, back of event shirts, event website, promotional emails, and participant emails
- Exposure through social media campaigns (Facebook and Instagram) with up to weekly posts with tagging
- Opportunity to provide promotional item or flyer in participant packets
- Opportunity to provide participant deals/promotions through event website and exclusive social media posts
- Dedicated 10'x10' booth space at the event post race party
- 5 complimentary entries (up to \$525 value)

#### **ON-AIR/DIGITAL/SOCIAL MEDIA - 104.1 KRBE (3/1/2026-4/12/2026)**

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104.1  
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HOUSTON'S #1 HIT MUSIC STATION!

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### **COURSE SPONSOR (4 available; swim, bike, run, and transition)**

- Recognition as “sponsored by” (e.g. “Transition sponsored by...”)
- Category exclusivity available
- Recognition (company name & logo) on all marketing/promotional print materials
- Logo placement on race day banners, back of event shirts, event website, promotional emails, and participant emails
- Exposure through social media campaigns (Facebook and Instagram) with up to weekly posts with tagging
- Opportunity to have a company representative address participants prior to the start of the race each day
- Opportunity to provide promotional item or flyer in participant packets
- Opportunity to provide participant deals/promotions through event website and exclusive social media posts
- Dedicated 10'x10' booth space at the event post race party
- 5 complimentary entries (up to \$525 value)

### **ON-AIR/DIGITAL/SOCIAL MEDIA - 104.1 KRBE (3/1/2025-4/12/2026)**

- KRBE customized assets...





104.1  
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**EVENT SPONSOR (5 available; Splash & Dash, Paratriathlon, Adaptive Splash & Dash, Assisted Triathlon, and Assisted Splash & Dash)**

- Recognition as “sponsored by” (e.g. “Paratriathlon sponsored by...”)
- Recognition (company name & logo) on all marketing/promotional print materials
- Logo placement on race day banners, back of event shirts, event website, promotional emails, and participant emails
- Exposure through social media campaigns (Facebook and Instagram) with up to weekly posts with tagging
- Opportunity to have a company representative address participants prior to the start of the race each day
- Opportunity to provide promotional item or flyer in participant packets
- Opportunity to provide participant deals/promotions through event website and exclusive social media posts
- Dedicated 10'x10' booth space at the event post race party
- 5 complimentary entries (up to \$525 value)

**ON-AIR/DIGITAL/SOCIAL MEDIA - 104.1 KRBE (3/1/2025-4/12/2026)**

- KRBE customized assets...





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#### **RACE DAY / RACE WEEK SPONSOR**

- Recognition with event announcements throughout the day.
- Logo placement, back of event shirts, event website, promotional emails, and participant emails
- Exposure through social media campaigns (Facebook and Instagram) with tagging
- Opportunity to provide promotional item or flyer in participant packets
- Opportunity to provide participant deals/promotions through event website and exclusive social media posts
- Dedicated 10'x10' booth space at the event post race party
- 4 complimentary entries (up to \$320 value)

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- KRBE customized assets...





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### COMMUNITY PARTNER

- Recognition with event announcements throughout the day.
- Logo placement event website, promotional emails, and participant emails
- Exposure through social media campaigns (Facebook and Instagram) with tagging
- Opportunity to provide promotional item or flyer in participant packets
- Opportunity to provide participant deals/promotions through event website and exclusive social media posts
- Dedicated 10'x10' booth space at the event post race party

### ON-AIR/DIGITAL/SOCIAL MEDIA - 104.1 KRBE (3/1/2026-4/12/2026)

- KRBE.com promotional page with Sponsor inclusion of logo/link and info

### ***WANT TO BUILD A CUSTOM PARTNER PACKAGE?***

With many resources available we can custom build a partner package just for your business so you get exactly what you want out of partnering with the Houston Resolution

Run! Custom packages can include sponsoring event-specific items such as:

- |                        |                          |                       |
|------------------------|--------------------------|-----------------------|
| ● Packet Pickup        | ● Post Race Party        | ● In-Kind Trade       |
| ● Hydration station(s) | ● Volunteers & Race Crew | ● Finish/Start Line   |
| ● Awards               | ● Race Numbers/Bibs      | ● Results and MORE!!! |