

# **2019 PALMER LAKE TRY-athlon**

## **Sponsorship Opportunities**

On Saturday August 3rd, 2019 Awake the Lake will hold its **First Ever Try-Athlon** in Scenic Palmer Lake, Colorado. The "Just Try It" is an easy 50-meter, "overly-assisted" swim; a 250-meter, anything-with-wheels ride; and a 250-meter run/walk/hobble. Our "super official" (in some alternative world) race can be negotiated both by individual competitors or by 3-person teams. All performed in a spirit of fun, frivolity, and festivity. Competitors are rewarded with views of scenic Palmer Lake and the majestic front range; the hospitality of our charming, eclectic little town; a really cool t-shirt, donut tube and zany prizes for bizarre achievements. **Don't miss this!!!**

### **Presenting Sponsor – \$2,500 minimum:**

Named in pre-race radio/TV/Press Releases as a "Partner" with Awake Palmer Lake in both the Try-Athlon & .5K events

Logo on all promotional materials, and Sponsor may display their banner at the race;

Logo prominently with link on Awake Palmer Lake website;

Expressly referenced in Social Media Blasts; Logo on Banners at Start/Finish lines Express Acknowledgement at E-Registration  
[www.RunSignUp.com/tryit](http://www.RunSignUp.com/tryit)

3x3 logo on the race t-shirt \* Plus 4 Race Entries

Finish Line Booth available

### **Platinum Sponsor – \$1,000 minimum:**

Logo on all promotional materials, and Sponsor may display their banner at the race;

Logo on Awake Palmer Lake website;

Referenced in Social Media Blasts;

Acknowledgement at E-Registration, Mentioned in press release;

2 x 2 logo on the race t-shirt \* Plus 2 Race entries

Finish Line Booth available

### **Gold Sponsor – \$500 minimum:**

Logo on promotional materials, and sponsor may display their banner at the race;

Named on Awake Palmer Lake website;

Referenced in Social Media Blasts;

Acknowledgement at E-Registration,

2x2 logo on back of the race t-shirt \* Plus 2 Race Entries

Finish Line Booth available

### **Silver Sponsor – \$250 minimum:**

Sponsor Name listed (no logo) on promotional materials;

Named on Awake Palmer Lake website;

Acknowledgement by name at E-Registration,

Line Listing on the back of the race t-shirt

### **Bronze Sponsor - \$100 minimum:**

Named on Awake Palmer Lake website;

Line Listing on the back of the race t-shirt.



This event benefits the Palmer Lake Restoration Committee (a/k/a Awake the Lake) a 501(c)(3) charitable organization, dedicated to improvement and maintenance of Palmer Lake itself, and the parks that surround it, while maintaining the unique small-town character of Palmer Lake that we all know and love.

This year we are focusing on fundraising for matching funds for the Great Outdoors Colorado ("GOCO") grant obtained for park improvements, specifically for completion of the center piece of that project, the ADA-accessible pedestrian bridge over the railroad tracks, connecting the Town with the Lake!

Join us in sponsoring this 1ST EVER event, all for a great cause.

More information available at our "race" registration page:

[www.runsignup.com/tryit](http://www.runsignup.com/tryit) or at [www.awakepalmerlake.org](http://www.awakepalmerlake.org).

Contact us with any questions, or to get your sponsorship going! [info@AwakePalmerLake.org](mailto:info@AwakePalmerLake.org)