



2018 SPONSORSHIP PACKAGES

ΠΕΡΙΣΤΡΟΦΗ



2018

ΕΠΙΧΕΙΡΗΣΙΑΚΑ ΠΑΚΕΤΑ

2018

MERCURYMAN

Mercuryman is the Cayman Islands only half iron distance triathlon. This challenging endurance event involves a triathlon consisting of:

- 1.2 mile swim
- 56 mile bike
- 13.1 mile run

Mercuryman 2018 will take place on Sunday, 11th Feb.

The 2018 event will also include the following additional races: The event will be held on the West side of the island this year.

- Half Iron Duathlon: 3.1 mile run, 56 mile bike and 13.1 mile run
- Aqua Bike: 1.2 mile swim and 56 mile bike
- International Distance Individual: 0.6 mile swim, 28 mile bike and 6.5 mile run

The addition of these races opens the event up to a wider audience, boosts higher levels of participation, and aids in promotion to the general public.

“Success in the sport is, above all else, enduring suffering.”

- Chris McCormack, Two-time Ironman World Champion



ABOUT MERCURYMAN

Mercuryman is now approaching its sixth year. The Mercuryman race attracts around 150 athletes, including professional triathletes. The event received international media attention, being picked up by such media as Triathlete Magazine (UK), The Bahamas Weekly and SportsMax. This is where your brand needs to be. The Mercuryman brand is unique, modern and dynamic. There is no other race like this in the Cayman Islands. A triathlete is determined and driven. They have a commitment to excellence and a capacity to deal with obstacles. Mercuryman has relevance from grass roots and community participation to the elite and has the power to reach your target market with the following messages:

- Leadership in sport and the community
- Living a performance culture
- Striving to exceed
- Investing in personal growth
- Success through discipline and goal setting
- Strategic focus



VISION

The vision of Mercuryman is to promote sport and give back to our community.

Our main goals are to:

- Promote and grow the sport of triathlon in the Cayman Islands, Caribbean and beyond
- Educate community on the benefits of sport and health
- Profits from the event are all donated to Charity

“Triathletes who win have a drive, a fire inside that fuels their passion to achieve a key goal, regardless of their level of talent or ability. They begin with a vision, and as they see that vision with more clarity, it becomes more likely to turn into reality.”

Triathlon Science by Joe Friel and Jim Vanc.



OUR MARKETING OBJECTIVES

The marketing and public relations objectives of Mercuryman are to:

- Meet sponsorship goals, exceed sponsors expectations and create a feeling of pride amongst sponsors
- Create excitement and buzz around the event in order to increase not only event participation and attendance but also media coverage and interest from potential sponsors
- Create a professional atmosphere for all stakeholders – not only at the event itself but pre- and post-event
- Create a fun, memorable experience for athletes, attendees, media, sponsors and the community

In short, we will get the community talking about, participating in and watching the 2018 Mercuryman.

2017 SPONSORSHIP PACKAGES



Main categories summary

See individual benefits pages for details or contact Natalie or Elissa to discuss tailoring a sponsorship package to your needs. (Contact details can be found on the last page.)

	Title sponsor	Official partner	Swim course sponsor	Bike course sponsor	Run course sponsor	Post-race party sponsor
	CI \$5,000	CI \$3,000	CI \$2,000	CI \$2,000	CI \$2,000	CI \$2,000
Category exclusivity	X					
Company logo displayed on race medals	X					
Name in the event title ie. "the xxx 2018 Mercuryman triathlon"	X					
Company name/logo on outside of race bag	X					
Opportunity for company representative to present cheque to official race charity	X					
Company name/logo on race bib	X					
Media relations opportunities including print, TV and radio appearances/interviews	X					
Company logo displayed on the bike mechanic vehicle				X		
Award ceremony participation and photo opportunity	X	X				
Two free team or individual race entries	X	X				
Full use of "Proud Sponsor of 2018 Mercuryman Cayman Islands" logo	X	X	X	X	X	X
Company name/logo on all advertisements	X	X	X	X	X	X
Company name/logo on the Mercuryman website with a link to your company website	X	X	X	X	X	X
Place your promotional material in race bag	X	X	X	X	X	X
Your company name mentioned during the prize giving ceremony	X	X	X	X	X	X
Company name on post-race thank you ad	X	X	X	X	X	X
Media mentions	X	X	X	X	X	X

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	CI \$5,000	CI \$3,000	CI \$2,000	CI \$2,000	CI \$2,000	CI \$2,000
Ability to place company banner and/or flutter flags at designated places throughout the event	X	X	X	X	X	X
Company name/logo on all printed promotional materials (flyers etc)	X	X	X	X	X	X
Company name/logo on event t-shirt	X	X	X	X	X	X
Provide volunteers in your own company-branded clothing	X	X	X	X	X	X
Promotion and mention on all Mercuryman Triathlon social media assets	X	X	X	X	X	X
One free team or individual race entry			X	X	X	X
Company name/logo on swim cap			X			
Display of swim sponsor banner at the swim start (sponsor to provide banner or flags)			X			
Display of sponsor banner or flutter flags at the bike start				X		
Display of sponsor banner or flutter flags at the run start					X	
Display of sponsor banner or flutter flags at post-race party						X
Sponsor name in post-event party title listed on program, website etc. Eg. "The xxx Mercuryman post-race party"						X

JOIN THE WINNING TEAM

The organisers of Mercuryman are passionate about involving our community and promoting exercise as part of a healthy lifestyle. We look forward to the possibility of working with you, enhancing your brand and seeing your company give back to our community. We are very grateful for any support.



If you wish to discuss these sponsorship opportunities further, please contact:
Phil Whiteside
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Tel: 345.949-7057

