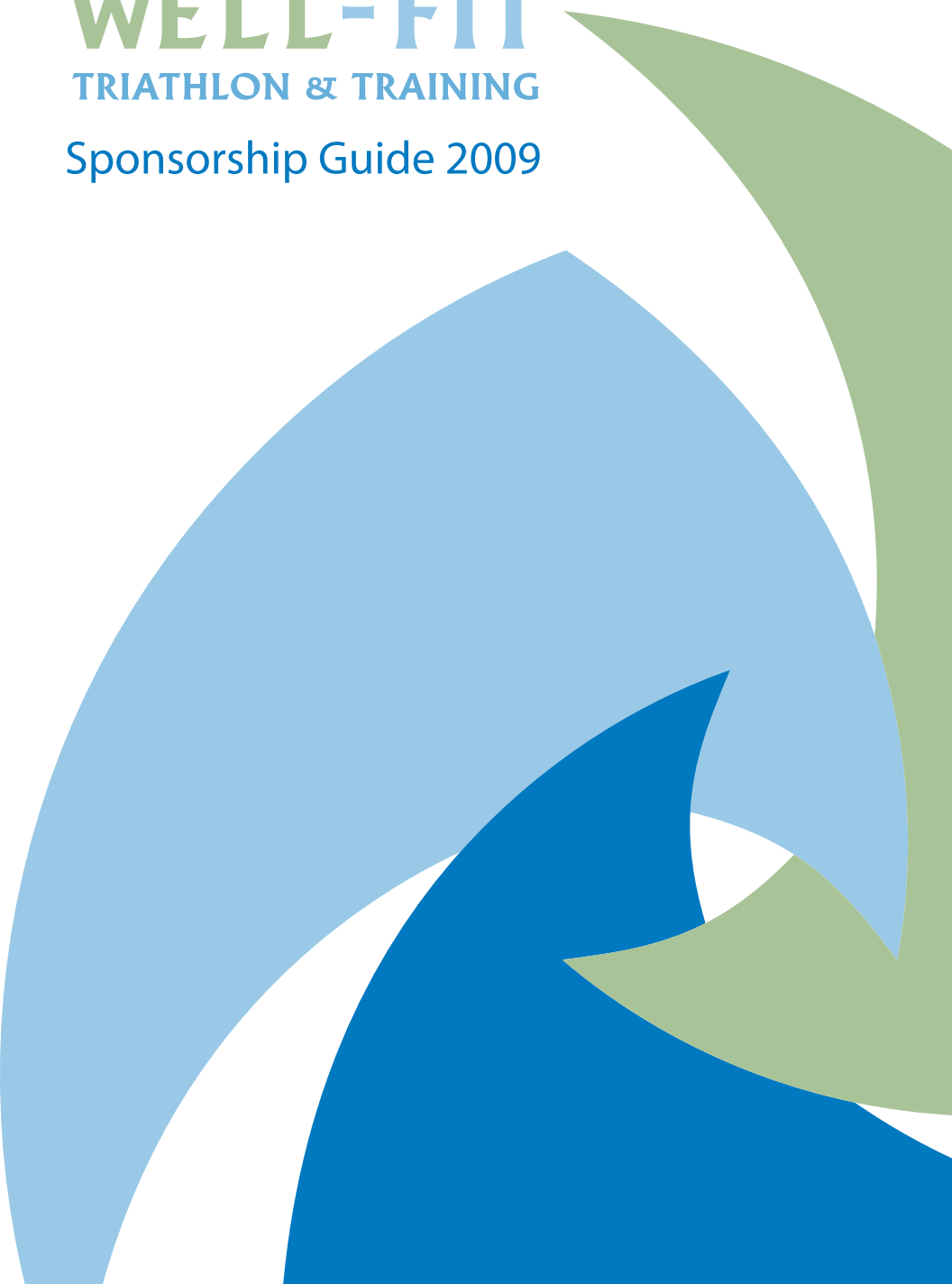


# WELL-FIT

TRIATHLON & TRAINING

Sponsorship Guide 2009



## Who we are

Since 1998, Well-Fit Training and Triathlon Company has provided personal coaching, group training, clinics, camps and online training programs to over 400 athletes a year in Chicago and throughout the country. We specialize in providing the highest quality triathlon training, as well as, running, biking and swimming programs to help each athlete, no matter how experienced, consistent with his or her dreams, lifestyle, ability and fitness goals.

Well-Fit is the official training program of the Whirlpool Steelhead 70.3 and Harbor Lights Triathlons. We also sponsor the Subaru U.S. Women's National Triathlon Series and are an official coaching partner of the Chicago Tri-Club. In 2008, we formed the Well-Fit Elite Foundation, a not-for-profit organization dedicated to bridging the gap between elite age group athletes and professional triathletes. The focus of the Foundation is the 16-member Well-Fit Elite team high-lighted on Page 5-6 of this Sponsorship Guide.

### Our Client Demographics\*

Income \$122,600 median

\$24,408 average spent on triathlon purchases

61% plan on upgrading to new gear

Average Age 40 Years

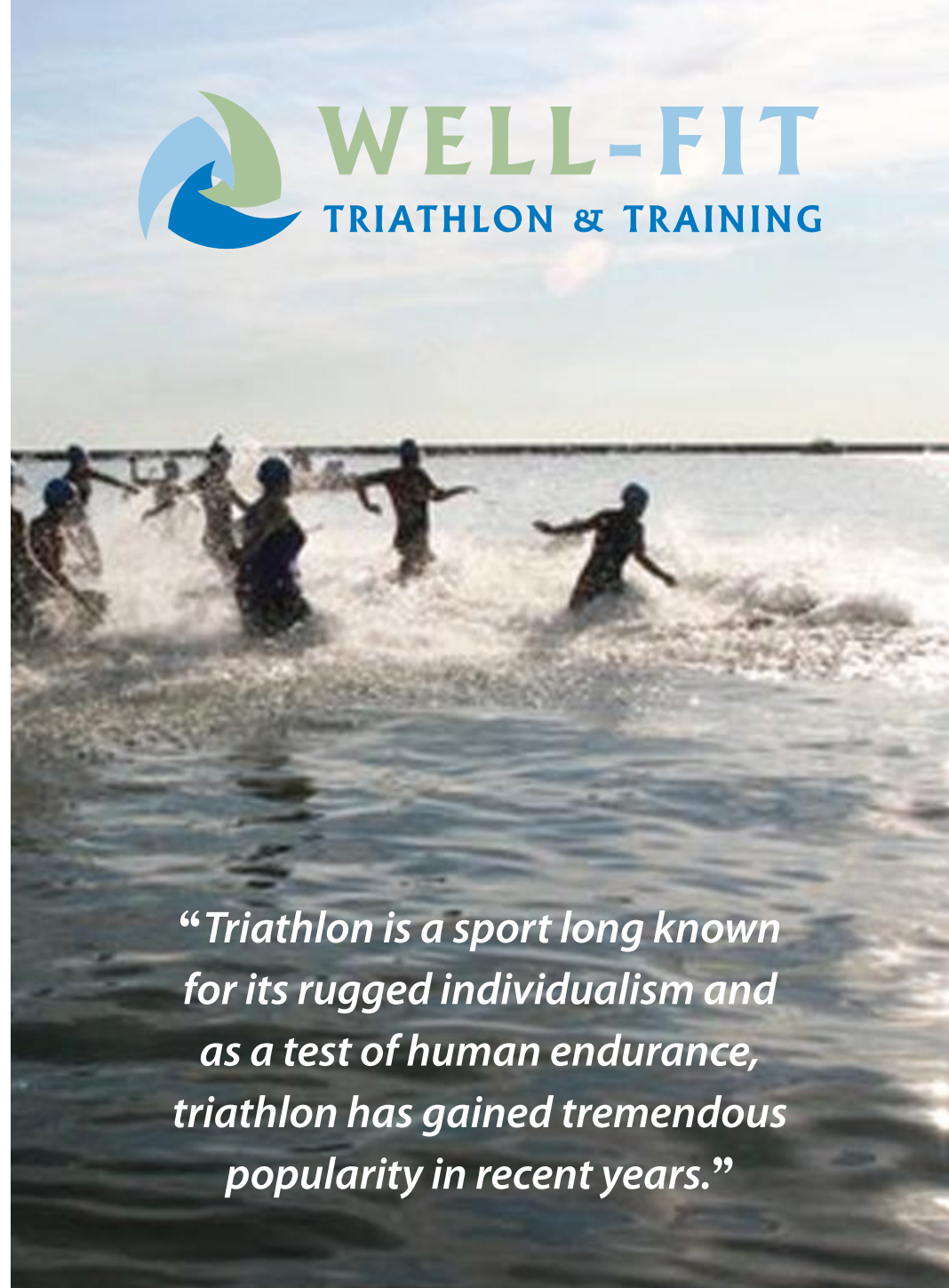
97% College Educated

93% Give triathlon advice to others

74% Male

73% Married

\*Source: 2008 Triathlete Magazine media kit



*“Triathlon is a sport long known for its rugged individualism and as a test of human endurance, triathlon has gained tremendous popularity in recent years.”*

Contact us today for more information at 708.660.9672 or online at [wellfitinc.com](http://wellfitinc.com)



## Why Sponsor?

Partnering with Well-Fit and the Well-Fit Elite Team provides a great opportunity to reach your target audience. We will work with you to promote your products and services at clinics, camps, events and at the Well-Fit Training Center scheduled to open in January 2009.

- **Increase your brand awareness.**
- **Sell more. We will personally introduce your products and services to a prime audience.**
- **Gain a high quality partner that is committed to your success.**

## How We Can Promote You

We will distribute your company's collateral and create specialized promos for you in order to track our involvement in your success.

- **Spread your message to over 3000 athletes with a database that is growing daily.**
- **Display your signage, distribute your products and/or promote your services at events.**
- **Place your company's logo on our websites, apparel, electronic and print materials.**
- **And more; the possibilities are endless!**



## The Well-Fit Elite Team

The growth of triathlon has led to an abundance of training programs for the amateur athlete, but group training options are few and far between for top athletes. This is where the concept of the Well-Fit Elite for elite triathletes Team was born. Sharone Aharon, an internationally known coach of world-class triathletes and the founder of Chicago-based Well-Fit Triathlon and Training Company, is the head coach of the Elite Team. Aharon recently served as an assistant coach with the United States National Triathlon Team where he experienced the value of the team concept first hand. To learn more about the Well-Fit Elite team, visit [www.wellfitelite.com](http://www.wellfitelite.com) or the Well-Fit Elite team page on Facebook.



### Male Elite Members — Recent Accomplishments<sup>1</sup>

Chris Riekert Turned professional in 2008; 10th among pros at Memphis in May

John Wiberg Member of Team USA; USAT All-American; Overall winner of the Devil's Lake Triathlon

Brian Fort Member of Team USA; USAT All-American; placed 28th overall at USAT National Championships

Kevin McCarthy 7-time USAT All-American; 1st in age group at Elkhart Lake 2008

Geoff Mikelsons 3rd in age group at Evergreen Lake International Triathlon; Steelhead 70.3 - Qualified for 2008 70.3 World Championship

Kenny Maruyama 3rd in age group at Bigfoot International Triathlon; 2nd in age group at Evergreen Lakes International Triathlon

Simon Trude 3rd in age group at Bigfoot Triathlon; qualified for Ironman 70.3 World Championship at Rhode Island 70.3

Aaron Black 10th in age group at Rock Man Half-Ironman, 2007

Patrick Jones 3rd in age group at TriMiami, 2008

Marc Robertson USAT All-American honorable mention; 1st in Clydesdale division at Spirit of Racine; 1st in age group at Pleasant Prairie 2008

### Female Elite Members — Recent Accomplishments<sup>1</sup>

Mandy McCarthy USAT All-American; 1st in age group at Elkhart Lake, 2008; Qualified for Ironman 70.3 World Championship at Steelhead 70.3

Noelle Wilhite 1st overall female at Big Foot Triathlon; Qualified for Team USA — ITU Long Distance Triathlon World Championships, 2008

Kimber Oliver 2nd overall female at Matton Beach Triathlon, 2007; Competed in the Ironman World Championships, 2006

Kate Coxworth 9th in age group at Harbor Lights Triathlon, 2007

Stacey Izard 3rd overall female at Harbor Lights Triathlon; 2nd in age group at Elkhart Lake Triathlon, 2008

<sup>1</sup> Every member of the Well-fit Elite team has qualified for the Elite wave start at the 2008 Accenture Chicago Triathlon and has qualified for Age Group Nationals

## Sponsorship Levels

Well-Fit offers various levels of sponsorship for both the Elite Team and the Well-Fit Triathlon and Training program, including the following:

### Elite Presenting Sponsor

The terms of the Presenting Sponsor are set forth in this proposal and include sponsorship of both the Elite Team and the Well-Fit Triathlon and Training programs.

### Elite Supporting Sponsor

The Supporting Sponsor receives the benefits of the Well-Fit Sponsor set forth below, and logo placement on the back of the Elite Team jersey.

### Well-Fit Sponsor

The Well-Fit Sponsor receives the benefits listed on the following pages of this proposal. The Well-Fit Sponsor is not directly affiliated with the Elite team.

### Open Sponsor

The terms of the Open Sponsor are open to negotiation and may include any of the terms set forth in this proposal or additional terms that the parties may present.



## Well-Fit Responsibilities

As the Presenting Sponsor of the Elite Team, your company would be entitled to the following benefits:

### In-name Designation

The team will be referred to as the Well-Fit Elite Triathlon Team presented by your company in all marketing materials and press releases.

### Uniform Branding

All apparel for the Well-Fit Elite Team will be based on the sponsor's color scheme and logo (think: Lance Armstrong and the US Postal Service).

### Branded Gear

As the presenting sponsor, your company will receive one framed team jersey, and one unframed team jersey; additional jerseys and other Well-Fit Elite Team "schwag" available at cost.

As a general sponsor of Well-Fit Triathlon & Training Company, your company is entitled to the following additional benefits:

### Exclusivity

Your company would be Well-Fit's exclusive partner in your business sector, providing access to the more than 500 athletes currently enrolled in one or more of Well-Fit's training programs, and the more than 3,000 current and former Well-Fit athletes who receive the e-newsletter. Well-Fit also reaches over 20,000 athletes with our contracts with HCP racing and Capri Events.

### Online Promotions

Partnership announcement on the home page of the Well-Fit and the Well-Fit Elite website and in the e-newsletter. Logo placement on the homepage and logo with a description on the partner page.

### Race Day Promotions

Your company banner will be flown at each race where Well-Fit maintains a designated reception area, including, but not limited to, the following races in 2009: Accenture Chicago Triathlon (and expo), U.S. Women's Triathlon in Naperville, Harbor Lights in Waukegan, Spirit of Racine 70.3, and The Steelhead 70.3. In addition, Well-Fit will invite its sponsors to attend races.

### Print Advertising

Your company logo will be included in Well-Fit advertising, direct mail and collateral.

## Sponsor Responsibilities

As the Presenting Sponsor of the Elite Team, your business would provide the following benefits:

### Donations

Donation amounts may be tied to benchmarks, including "podium trips" by Elite team members, published articles expressly mentioning your company and its sponsorship of the Elite Team, and referrals of Well-Fit athletes to your company purchases.

### Terms of Sponsorship

Well-Fit suggests an initial term of October 31, 2008 thru October 31, 2009, with a First Right of Refusal for two additional years on substantially similar terms to be exercised at least 30 days prior to expiration.





Contact us today for more information at  
708.660.9672 or online at [wellfitinc.com](http://wellfitinc.com)