



TCMTRISQUAD Sponsorship Brochure



VISIT
WEBSITE
TCMTRISQ
UAD.COM



ABOUT US

WHO WE ARE

The TCMTriSquad is a growing triathlon community headquartered in Santa Cruz, California but with members training and racing worldwide. We are nationally recognized triathlon club, our coaches and 50+ members have a strong presence at race events across the nation and on social media platforms. TCM coaches are available to provide personalized coaching, guiding triathlon training to help athletes achieve their goals. Our coaches focus on discovering how and what will help athletic performance, based on the unique needs of each athlete and applying evidence-based training principles. Our involvement also extends outside of our immediate membership through our other services such as wetsuit fitting, open water swimming clinics and swim technique video analysis. As a squad member, athletes are given support beyond fitness goals, as we help our athletes live the triathlon lifestyle to their fullest potential and provide a network of connections within our in-person and virtual community.

Membership

- 55 athletes (includes 15 TCMTriSquad Juniors Team members)
- Ages 8 to 68
- All experience levels: first timers to State, National and International championship podium finishers

Coaches

- Martin Spierings, USAT Certified
- Gunnar Roll, USAT Certified
- Veronika Spalekova, USAT Certified
- Crystal DeClercq, USAT Certified
- John Savage, Elite Triathlete



OUR SPORTS PRESENCE

RACES

TCMTriSquad athletes participate in all levels of triathlon racing, including Ironmans, 70.3, Olympic and Sprint distances. We also race at marathons, half marathons, multiport and open water swimming events.

The TCMTriSquad Juniors triathlon team races at Bay Area kids triathlons and running races.

RESULT HIGHLIGHTS (2023)

- 1st place Division V Club, 9th/161 // Santa Cruz 70.3 **Ironman TriClub Comp**
- Top 200 Division V Club in **Ironman Global TriClub Rankings** (out of 4500)
- 26th F25-29 // **World Triathlon Sprint Championships**, Hamburg, Germany
- 2nd F13 // **USAT Youth National Championships**, WI
- 5th M20-24 // **Ironman 70.3 Santa Cruz**
- 1st M35-39 // **California State Sprint Triathlon Championships**
- 1st F25-29 // **Arizona State Sprint Triathlon Championships**
- 20+ **age group wins** at triathlons across the U.S

COMMUNITY EVENTS

Our coaches hold clinics, cultural exchanges and volunteer at triathlons for the broader community such as non-profit clubs and local stores.



SOCIAL MEDIA

OUR REACH

We have an active and growing online community, sharing camaraderie and highlights of our training, events, activities and races via social media.

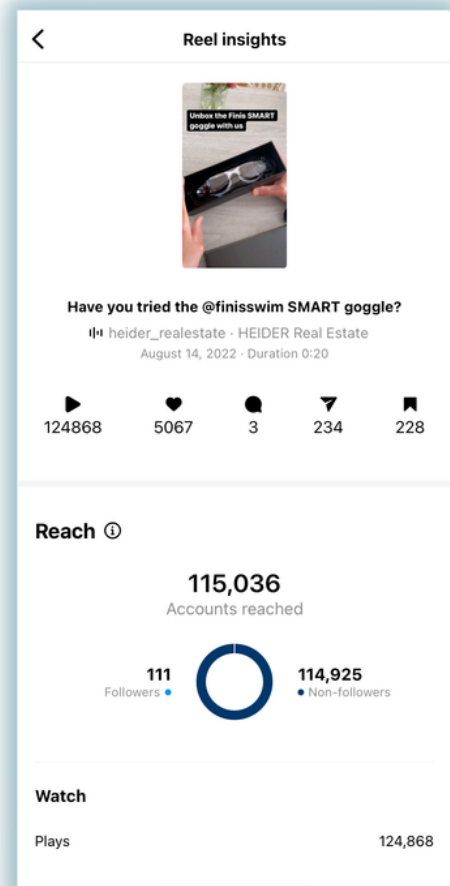
- **Instagram:** reached 15.4K accounts over the last 90 days (team account)
 - Coaches: 3,500+ total followers
 - Team account 600+ followers
- **Facebook:** 650+ combined page likes and follows of our team
- **LinkedIn, Twitter, YouTube, Threads, TikTok** presence
- **Email:** 500+ subscriber list with 66% Open Rate, receiving promotional emails with squad news, triathlon tips, offers and events, frequently featuring sponsor services or products.

Gold Sponsor Instagram Example:

Analytics from an Instagram reel posted on August 14th, featuring a 2022 Gold Sponsor's product

Key Insights:

- 124,000+ views
- 5,000+ likes
- 230+ shares
- 228 saves





SPONSORSHIP LEVELS

Gold Sponsorship: \$2,000

- Priority logo placement and business name on all new team uniforms and apparel (see below).
- Priority logo placement at the top of the TCM website homepage, via banner (with hyperlink and company description) plus on email newsletters
- Two dedicated email blasts to 450+ targeted list
- Invite to present at one of our monthly member meetings
- Customized social media marketing package encompassing our social networks and high traffic blog, according to your needs and goals
- Mentions on our most important social media announcements (ex: podium and race results)
- Promotional material added to new member welcome packs (sponsor supplied material)
- Exclusivity: Only one sponsor for each business category will be selected (ie. hydration product, bike shop, etc.)

Silver Sponsorship: \$1,000

- Secondary logo placement on all new team uniforms and apparel
 - Secondary logo placement with hyperlink on home page with company description and on email newsletters
 - One dedicated email blast to 450+ targeted list
 - Invite to present at one of our monthly member meetings
 - Periodic mentions and links on profiles of social platforms
 - Promotional material added to membership swag bags (sponsor supplied)
 - Exclusivity: Only one sponsor accepted for each business category
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USE OF FUNDS

WHERE IT WILL GO:

A high viz benefit of TCMTriSquad sponsorship is having your company logo represented on the racing and training apparel of our athletes. We use your sponsorship dollars to offer quality performance race kits at 35% below cost to our members. Members are required to wear a TCM race kit, which will guarantee your company is represented at races and on podiums. Your logo will also be on training apparel such as our cycling kits, which will promote your company outside of races as well. Funds also go to clinic expenses for the TCMTriSquad Junior team.

Triathlon Race Suit Sponsor Logo Placement:

Front (Gold Sponsors)



Back (Silver Sponsors)





CONTACT US

**Interested in your company
becoming a TCMTriSquad sponsor?**

**12 MONTH SPONSORSHIP
CONTRACTS ARE NOW AVAILABLE
FROM DATE OF SIGNING.**

Terms are negotiable.

**Contact Martin Spierings at
tricoachmartin@gmail.com**

Subject: TCMTRISQUAD SPONSORSHIP

Connect with us:

