



## The 14<sup>th</sup> Annual Sportsplex Tri for Kids And Small Fry Tri 2026 Sponsorship Package

**Event Date: August 1, 2026**

**Event Location: Opelika Sportsplex**

### **Sportsplex Tri for Kids (ages 5-15)**

The **Sportsplex Tri for Kids** features multiple age categories, offering a fun, safe, and exciting experience for children to explore the sport of triathlon. The event encourages kids to challenge themselves while celebrating fun, fitness, and community spirit. Every participant receives a **t-shirt and medal**.

### **Small Fry Tri (ages 2-5)**

The **Small Fry Tri** gives our youngest athletes a chance to shine! Participants run, ride, and finish with a splash down the water-slide finish line for extra fun. Parents and siblings are welcome to assist along the course. This is a **non-competitive event**, and every child receives a **t-shirt and medal**.

### **EXPECTED ATTENDANCE:**

Triathlon participation continues to grow each year. We anticipate **200-250 participants** at this year's event.

### **DEMOGRAPHICS:**

The Sportsplex Tri for Kids draws families primarily from the **Auburn/Opelika** area, with participants also traveling from **Montgomery, Columbus, Birmingham**, and **other nearby communities**.

### **PUBLICITY:**

We actively promote the Sportsplex Tri for Kids to attract athletes and families throughout the community by:

- Official Event Website: [www.sportsplextriforkids.com](http://www.sportsplextriforkids.com)
- Active Facebook posts and social media engagement
- Local radio show appearances promoting the event
- Flyers distributed to area businesses and churches across Opelika, Auburn, and Lee County
- Mentions in **Auburn** and **Opelika Chamber of Commerce** newsletters
- Listings on the **Auburn/Opelika Tourism** website
- Email announcements to past participants

# **Sponsorship Levels**

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

- Company name listed on the Sportsplex Tri for Kids website
- Sponsor name featured on an official thank-you insert included in all race bags
- Highlighted on Sportsplex Tri for Kids social media
- Option to provide brochures or promotional materials for inclusion in race packets - due **July 27, 2026** (250 race bag items)
- Sponsor name read aloud at Awards Celebration

## **Silver Sponsor - \$250**

### **All Bronze benefits, plus:**

- Logo included on the back of the event shirt - Logo (JPEG or PNG) due **July 1, 2026**
- Sponsor name and submitted five-word Sponsor Spotlight message read aloud at the Awards Celebration - message due **July 27, 2026**
- Booth space option at the finish line

## **Gold Sponsor - \$500**

### **All Silver benefits, plus:**

- Sponsor name and submitted ten-word Sponsor Spotlight message read aloud at the Awards Celebration - message due **July 27, 2026**
- Two complimentary race registrations (Sportsplex Tri for Kids or Small Fry Tri) - athletes must be registered by **July 27, 2026**
- Customized media marketing shoutout

## **Presenting Sponsor - \$1000**

### **All Gold benefits, plus:**

- Sponsor name and submitted twenty-word Sponsor Spotlight message read aloud at the Awards Celebration - message due **July 27, 2026**
- Four complimentary race registrations (Sportsplex Tri for Kids or Small Fry Tri) - athletes must be registered by **July 27, 2026**
- Prominent finish-line banner featuring sponsor logo

## **In-Kind Donations**

- Opportunities include contributions such as food, swag, and other event-related items.

## **Raffle Items**

- Donation of items to be raffled off at the event.

**Your support helps children stay healthy, build confidence, and enjoy an unforgettable active experience.**

<b>Benefit</b>	<b>Bronze \$100</b>	<b>Silver \$250</b>	<b>Gold \$500</b>	<b>Presenting \$1,000</b>
<b>Company name listed on event website</b>	✓	✓	✓	✓
<b>Thank-you insert included in all race bags</b>	✓	✓	✓	✓
<b>Social media recognition</b>	✓	✓	✓	✓
<b>Brochures/promotional materials in race packets</b> (Delivered to Sportsplex no later than July 28 - 250 items)	✓	✓	✓	✓
<b>Name read aloud at Awards Celebration</b>	✓	✓	✓	✓
<b>Booth space option at finish line</b>	—	✓	✓	✓
<b>Logo on back of event shirt</b> (Emailed high-resolution JPEG or PNG due by July 1, 2026)	—	✓	✓	✓
<b>Sponsor Spotlight message read aloud</b> (Emailed Sponsor Spotlight Message due by July 27, 2026)	—	<b>5 words</b>	<b>10 words</b>	<b>20 words</b>
<b>Complimentary race registrations</b> (Athletes must be registered no later than July 27, 2026)	—	—	<b>2</b>	<b>4</b>
<b>Customized media marketing shoutout</b>	—	—	✓	✓
<b>Finish-line banner with sponsor logo</b>	—	—	—	✓

***All sponsorships support the Sportsplex Tri for Kids and help create a fun, family-friendly race experience for young athletes.***