



The 14th 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
- 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.

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

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