



Dear Future Sponsor:

Every great community needs special events to draw residents together, entice visitors to visit, promote local businesses, and feature area attractions. This October 19th, we are hosting the third annual Active Texan Triathlon at Lake Walk, encouraging visitors to experience our community and support the local nonprofit First Win. First Win propels kids past the first few hurdles that would prevent them from success. Our big focus is on meeting unmet needs, bringing joyful smiles to small faces, and positioning kids for their bright road ahead.

We are looking for local businesses, organizations, and motivated individuals to make this event special for our community. As a leader in our community, your involvement would greatly help us have a successful race. This highly publicized event will continue to grow and provide a meaningful investment for sponsorship participants. Hundreds of participants, from first time triathletes, to seasoned athletes are expected to attend...not to mention enthusiastic fans!

This event will draw our community together in training and competition, as well as entice visitors to travel and experience our one-of-a-kind venue at Lake Walk. We are excited for the opportunity to showcase health and wellness in the Bryan/College Station area. Our open-water swim, with a safe ride and run are sure to set the stage for fun and unique experiences for athletes of all levels. Spectators will have ample opportunity to watch and cheer on their favorite athletes from the surrounding Lake Walk Town Center, boardwalk and tower. Expected number of participants is 300.

The attached information provides the various sponsorship opportunities for The Active Texan Triathlon. Your financial support will assure the success and high quality of this event. Your sponsorship is tax-deductible, and any level of monetary sponsorship donations are appreciated. We hope you will join us in supporting this worthwhile community event.

We will follow up with you over the following days and weeks to discuss your interest. Please feel free to reach out with any questions.

Thank you for your support and kind consideration.

Sincerely,

The Active Texan and First Win

THE ACTIVE TEXAN TRIATHLON 10/19/2025

CORPORATE SPONSORSHIP OPPORTUNITIES

Sponsoring The Active Texan gives corporations and businesses like you the opportunity to reach thousands of participants and spectators. Each year our online communities, training communities, and race day crowds will grow, expanding our reach and greatly impacting the Bryan/College Station community for health and wellness.

~~TITLE SPONSOR — \$10,000 (one available)~~ CLAIMED

- Promotional material in athlete goody bag
- Company logo prominently displayed at the start and finish line
- Company logo displayed on race day bibs
- Company logo on event shirts, websites, and promotional posters
- Company logo and links to your website on the event website
- Free exhibitor space on race day
- Social media recognition
- Promotional material at all training and clinics leading up to the event
- 10 free participant entries and a discount promo code for all company participant entries

PLATINUM SPONSOR — \$5,000

- Promotional material in athlete goody bag
- Company logo on event shirts, websites, and promotional posters
- Company logo and links to your website on the event website
- Free exhibitor space on race day
- Social media recognition
- 6 free participant entries and a discount promo code for all company participant entries

GOLD SPONSOR — \$2,500

- Promotional material in athlete goody bag
- Company logo on event shirts, websites, and promotional posters
- Free exhibitor space on race day
- Social media recognition
- 2 free participant entry and a discount promo code for all company participant entries

SILVER SPONSOR — \$1,250

- Promotional material in athlete goody bag
- Company logo on event shirts, websites, and promotional posters
- Social media recognition
- Discount promo code for all company participant entries

BRONZE SPONSOR — \$750

- Promotional material in athlete goody bag
- Company logo on event shirts, websites, and promotional posters
- Social media recognition

JOIN OUR TEAM

Join our team and sponsor The Active Texan Triathlon to help us build community through competition.
Select a sponsorship option below.

BUSINESS/CORPORATE SPONSORSHIPS

- ☐ ~~\$10,000 TITLE SPONSOR~~
- ☐ \$5,000 PLATINUM SPONSOR
- ☐ \$2,500 GOLD SPONSOR
- ☐ \$1,250 SILVER SPONSOR
- ☐ \$750 BRONZE SPONSOR

INDIVIDUAL SPONSORSHIPS

- ☐ CUSTOM AMOUNT

CONTACT INFORMATION

Name: _____
Company Name: _____
Mailing Address: _____
City: _____
Email: _____
Phone: _____
State: _____
Zip: _____

Method of payment:

- ☐ Check enclosed (Checks payable to _____)
- ☐ Cash enclosed
- ☐ In-kind donation

PAY VIA PAYPAL



Please email completed forms with payment to baili.rhodes@westwebblaw.com.
For any questions or inquiries about sponsorship or In-Kind donations please contact
Brian Watts - 817-944-1151