10/11/2026

Dear Future Sponsor:

On October 11th, we'll be hosting the fourth annual Active Texan Triathlon at Lake Walk, offering visitors the chance to experience our community while supporting the local nonprofit, First Win. Through the generosity of our triathlon sponsors and participants, First Win has fulfilled many teacher wish lists and continues working to help children in our community overcome early barriers and pursue a bright future.

We're seeking local businesses, organizations, and passionate individuals to help make this event a standout experience for our community. As a respected community leader, your involvement will play a key role in ensuring the success of this event. With widespread media coverage, this event is expected to continue growing, offering valuable exposure for sponsors. Hundreds of participants—ranging from first-time triathletes to seasoned competitors—will join us, along with enthusiastic fans cheering them on!

This event will unite our community in both training and competition, while drawing visitors to explore our one-of-a-kind Lake Walk venue. We're thrilled to spotlight health and wellness in the Bryan/College Station area. Our open-water swim, complemented by a safe cycling and running course, will create memorable experiences for athletes of all levels. Spectators will have plenty of opportunities to cheer for their favorite athletes from the surrounding Lake Walk Town Center, boardwalk, and tower. We anticipate around 300 participants.

Included is information on the various sponsorship opportunities for the Active Texan Triathlon. Your financial support will help ensure the event's success and maintain its high quality. Sponsorships are tax-deductible, and we appreciate any level of support. We hope you'll consider joining us in backing this meaningful community event.

We'll be reaching out in the coming days to discuss your potential interest. In the meantime, please don't hesitate to contact us with any questions.

Thank you for your thoughtful consideration and support.

Sincerely,
The Active Texan and First Win

FIRST WIN

BENEFITING FIRST WIN
THE Active TEXAN
TRIATHLON
AT LAKE WALK

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

BECOME A SPONSOR

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~~ claimed

_____ $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