



ABOUT US:

FS Series is an event production and timing company based in Raleigh, NC. We held our first multi-sport event in April of 2007 and have grown to 70+ events in just 6 years. In 2014 the FS Series Team will produce these 70+ events in a variety of sports including triathlons, duathlons, open water swims and all types of running events. With two triathlon series and running races from 5Ks to marathons we have something for everyone. In fact, in 2013 we had over 10,000 event registrations and now have over 30,000 healthy minded athletes in our database!



PARTICIPANT DEMO:

- 81% 18-49 age demo
- Largest age groups: 30-39 & 40-44
- Median age: 38
- 60% male - 40% female
- 98% have attended college
- 67% are business & community leaders between 30 & 50 years old
- 45% have a post-grad degree
- Average HHI: \$126,000
- 93% gave purchasing advice in the past year to an average of 12 people

EXPO SPONSOR BENEFITS:

- At-event marketing space at packet-pickup during expo leading up to event day
- Banner display rights
- At-event marketing space on race day
- PA announcements at event

EXPO SPONSOR:

At-event marketing will play a key role in making FSS events an experience for participants and spectators, not just a race. The expo package is designed to allow businesses to showcase their products and services directly to event participants and spectators in a fun and interactive way. Event expo space includes the full day prior to the race, as well as, finish line expo space on event day.

