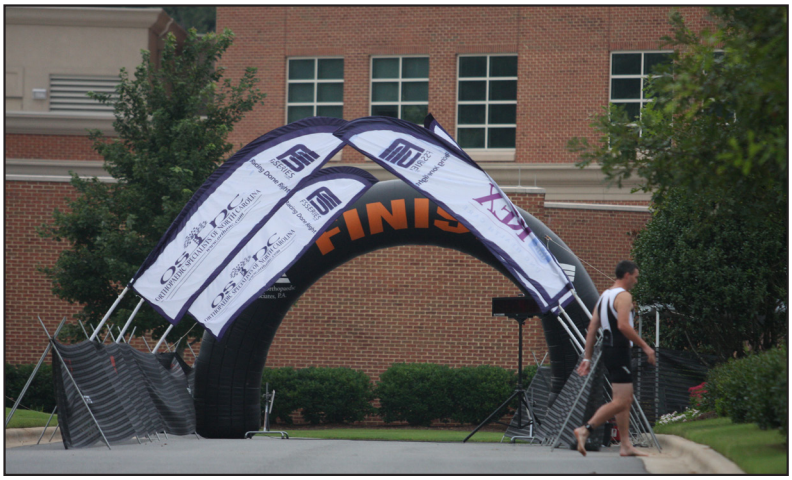
HEALTH & WELLNESS SPONSORSHIP

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

H&W SPONSOR BENEFITS:

- Inclusion in pre-event emails
- Event marketing space
- PA announcements
- Packet pickup
  (can have print piece available)

H&W SPONSOR:

FSS is interested in partnering with Health & Wellness Sponsors that provide complimentary services to athletes on race day. This is a great way for companies in the field of Sports Medicine, Orthopaedics, Chiropractic, and Massage Therapy to market to future customers. Since your services will be offered to athletes at the event, we will extend a 50% discount for this package.