

# COACHING 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

## COACHING SPONSOR BENEFITS:

- Inclusion in pre-event emails to participants
- Logo & weblink on FSS website
- At-event marketing space
- Banner Rights
- Packet Pick Up Rights
- PA Announcements

## COACHING SPONSOR:

FSS supports coaches because coaches help build our community! Coaches who would like to connect with our participants in a meaningful way can do so as a sponsor of FSS by marketing their services to future clients. Coaching sponsors will receive all Community Sponsor elements for a rebated sponsorship investment. Thank you for keeping our sport strong and growing!

