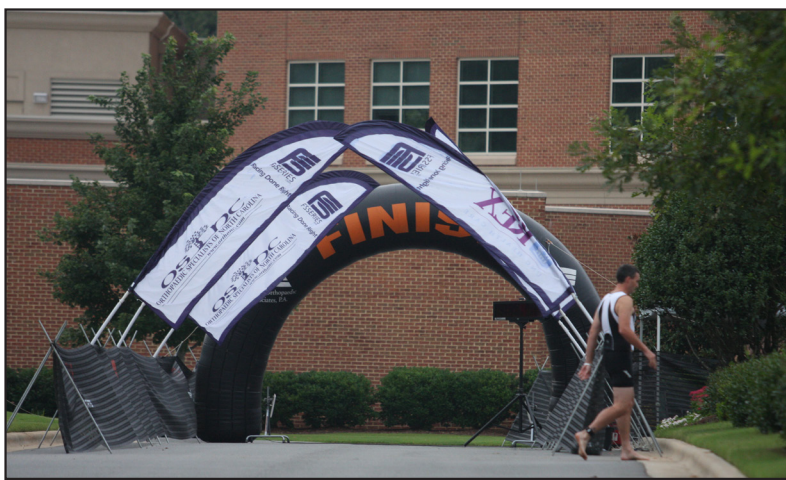




ABOUT US:

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

COMMUNITY 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

COMMUNITY SPONSOR:

The Community Sponsorship is a unique package designed for local businesses in the area supporting a FSS event. FSS will provide creative ways to market your business to participants and spectators to help drive traffic into your business. The more sponsor support we have, the better we can market the event locally, regionally and nationally, resulting in greater participation and community involvement.

