



SPONSORSHIP PROGRAM GUIDE

The 20th Annual **FFC Indoor Triathlon & Duathlon Series** (ffc.com/triathlon) is the largest, longest running indoor triathlon series in Chicago, spanning 8 locations and 9 events from January through April across Chicagoland. Each event features 500-1,000+ visitors including health club members, spectators, athletes & volunteers. Reach a captive audience through one of Chicago's only winter and spring multisport event series!

Fitness Formula Clubs' (ffc.com/club-locations) indoor race series also features the Midwest's first and only nationally-recognized **USA Triathlon (USAT) Certified Performance Center** (ffc.com/usat), home to over 2,500 members and 200+ triathletes. FFC has a been rated "Best Health Club" five years in a row and has a membership base of over 30,000 active members and 100,000+ monthly marketing impression opportunities via email, social media, web, digital ads, online blog, and more - let's get creative together!!

Additional **FFC Endurance** (ffc.com/endurance) sponsorship opportunities include facility studio naming-rights, as well as individual program and club team sponsorships (TriMonster, SwimMonster, RunMonster, IronMonster, etc.). We love unique promotional and sponsorship opportunities (e.g. co-branding) - contact endurance@ffc.com to discuss your outreach goals!

2019 FFC Indoor Triathlon & Duathlon Race Series Schedule:

Feb 16	: FFC West Loop (w/ Kids Tri)
Feb 23	: FFC Oak Park (w/ Kids Tri)
Mar 16	: FFC Gold Coast (w/ Kids Tri)
Mar 23	: FFC East Lakeview
Mar 30	: FFC Union Station
Apr 13	: FFC Park Ridge (w/ Kids Tri)
Apr 27	: FFC Lincoln Park
Apr 28	: FFC Lincoln Park (Sprint)
May 4	: FFC South Loop (Du50 only)

EVENT SCHEDULE:

7:00am:	Club Opens / SETUP
8:00am:	First Wave Starts
9am-12:	Busiest "Prime Time"
12-2pm:	Last Wave / TEARDOWN

LOCATION INFO:

ffc.com/club-locations

BASIC PARTNER = \$250/event

- Includes: 8-10ft table & sampling opportunity.

EVENT SPONSOR = \$500/event

- Includes: BASIC PARTNER + SPONSORSHIP PERKS.

SERIES SPONSOR = \$1,500/series

- Includes additional: product/service category exclusivity.

TITLE SPONSOR = \$2,500/series

- Includes additional: Main "Presented by" title sponsorship.

Partial cash + in-kind trade negotiable (e.g. donating prizes for top athletes).
Contact us to inquire about becoming a sponsor at: endurance@ffc.com

SPONSORSHIP PERKS

All sponsor levels include:

- Email feature
- Social Media feature
- Flyer feature (goodie bags)
- Athlete Guide (full page) feature
- Discount / comp race entry
- Phone App feature

MARKETING OPTIONS

Digital Ad Network (1206 x 945, jpeg)

- \$250/month - one club
- \$2,000/month - all clubs

eNewsletter Banner Ads: (350 x 175)
\$350/club/send ; \$3,000/all club/send



As Featured on WGN Channel 9 & NBC5 News!

"Best Club to Train for a Triathlon" - Examiner

"Best Health Club" - Competitor (5yrs in a row!)

"Best Gym" - Chicago Magazine



QUESTIONS? Contact us at
endurance@ffc.com

