

## A Message to Sponsors

In 2011, over 250,000 Americans will participate in a triathlon event.

Triathletes are well educated, highly motivated, high income earners.

Your business can recognize this explosive marketing opportunity by targeting this demographic, and sponsoring the ITPMAN.



The ITPMAN Triathlon is among the premier athletic and charitable events of Fairfield County.

Over 90% of registered athletes hail from the tri-state area, attracting hundreds of visitors to local businesses and restaurants.

In 2011, the ITP Foundation has lowered the price of each sponsorship level by a *full grade*.

Your grant will allow us to offset the costs for our 800+ visitors, and 100+ volunteers who will help stage the ITPMAN.

Please visit [www.itpfoundation.org](http://www.itpfoundation.org) for more info, or contact us to discuss further options.



You, or your business, can sponsor the ITPMAN. Simply detail this contract and mail, email, or fax it to:

**ITP Foundation c/o ITPMAN**  
30 Old Kings Highway South, Suite 220  
Darien, CT 06820  
F: 203-548-9182  
Email: [itpmantriathlon@itpfoundation.org](mailto:itpmantriathlon@itpfoundation.org)

### ITPMAN Sponsorship Agreement

#### *Pledge*

Your signature indicates your commitment to sponsor the 2011 ITPMAN Triathlon.

Sponsor Signature: \_\_\_\_\_

#### *Sponsorship Level*

\_\_\_\_ TITLE Sponsor                      \_\_\_\_ TEAM Sponsor  
\_\_\_\_ PRESENTING Sponsor            \_\_\_\_ TEAM Supporter  
\_\_\_\_ TEAM Leader                        \_\_\_\_ TEAM Member  
\_\_\_\_ TEAM Benefactor                 \_\_\_\_ TEAM Friend

\_\_\_\_ **PROMO TABLE at the Beach (\$500)**

#### *Info*

Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

The ITP Foundation is a 501(c)(3) nonprofit organization.  
All donations are tax-deductible.

## 2011 Sponsorship Brochure



To Benefit the ITP Foundation

Saturday, September 24, 2011  
Darien - New Canaan, CT



[www.itpfoundation.org](http://www.itpfoundation.org)

## ITP Info

- **I**mmune
- **T**hrombocytopenic (throm-bo-sit-uh-PEN-ik) - (a decrease in blood platelets)
- **P**urpura (PER-pure-uh) – (purplish areas of the skin and mucous membranes).

ITP occurs when **antibodies** (part of the body's immunologic defense against infection) attach to **blood platelets** (cells that help stop bleeding) and cause their destruction.

### What Causes ITP?

Some cases of ITP are caused by drugs, and others are associated with infection, pregnancy, or immune disorders. In most cases, the cause is unknown.

### Children with ITP

ITP occurs in about 4 in 100,000 children.

ITP patients suffer from excessive bruising, nosebleeds, and bleeding gums. Children with this disease may also experience tiny purple dots on the skin called petechiae (pe-TEEK-ee-ay).

Various medical treatments will often lead to serious temporary and/or long-term side effects.

A child with a very low platelet count is in danger of spontaneous bleeding, including cerebral hemorrhage.

ITP will dramatically alter a child's lifestyle, often restricting them from certain sports and activities which could lead to injury.

ITP is a rare bleeding disorder.

The **ITP Foundation** seeks to raise awareness of ITP, fund vital medical research, and provide financial assistance to the families of children who suffer from ITP.



The **2011 ITPMAN Triathlon** is the cornerstone of the ITP Foundation's annual fundraising and awareness campaign. The ITP Foundation has donated over \$175,000 to fund medical research and family assistance programs.

Participants of the ITPMAN Triathlon will swim 0.5 miles, bicycle 15.0 miles, and run 5.0 miles, all in rapid succession, and all while helping to give this cause a voice.

The ITPMAN will produce a **positive economic impact**, and will provide neighboring towns the opportunity to position themselves as supportive of **active and healthy lifestyles**, as well as charitable organizations.

100% of all race proceeds, from sponsorships and donations, go towards The ITP Foundation.

Your sponsorship will help your business and the ITP Foundation to prosper together.

### \$15,000 - TITLE Sponsor (exclusivity)

- Corporate name listed everywhere along with ITPMAN
- Corporate name/logo on **front** of race shirt / **Race Poster**
- Corporate name/logo **above** start/finish banner
- Representative from business will hold the **Finish Line ribbon**
- Corp. name/logo on **ITPMAN** website
- Pre/post-race reviews/listed in press as *Title Sponsor*
- **Product/services display** at event (10' x 10' tent 6' table and 2 chairs supplied)
- Corp. mention during event on public address system
- Promotional samples included in race bags
- **VIP parking and 7 Courtesy race entries**

### \$10,000 - PRESENTING Sponsor (exclusivity)

- Corporate name with **ITPMAN** logo/press as *Presented by*
- Corporate name/logo on **front** of race shirt / **Race Poster**
- Corporate name/logo **above** start/finish banner
- Corp. name/logo on **ITPMAN** website
- Pre/post-race reviews/listed in press as *presented by*
- **Product/services display** at event (10' x 10' tent 6' table and 2 chairs)
- Corp. mention during event on public address system
- Promotional samples included in race bags
- **VIP parking and 5 Courtesy race entries**

### \$7,500 - TEAM Leader (exclusivity in category)

- Corporate logo on **back of race shirt / Race Poster**
- Corp. name/logo hung at start/finish line
- Corp. name/logo on **ITPMAN** website
- Pre/post-race reviews/listed in press as *sponsored by*
- **Product/services display** at event (10' x 10' tent 6' table; 2 chairs)
- Corp. mention during event on public address system
- Promotional samples included in race bags
- **VIP parking and 4 Courtesy race entries**

### \$5,000 - TEAM Benefactor

- Corporate logo on **back of race shirt / Race Poster**
- Corp. name/logo hung at start/finish line
- Corp. name/logo on **ITPMAN** website
- Pre/post-race reviews/listed in press as *sponsored by*
- **Product/services display** at event (8' x 8' tent 6' table; 2 chairs)
- Corp. mention during event on public address system
- Promotional samples included in race bags
- **3 courtesy race entries**

### \$2,500 - TEAM Sponsor

- Corporate logo on **back of race shirt / Race Poster**
- Corp. name/logo hung at start/finish line
- Corp. name/logo on **ITPMAN** website
- Corporate name listed in press as *sponsored by*
- Table at race
- Corp. mention during event on public address system
- Promotional samples included in race bags
- **3 Courtesy race entries**

### \$1,000 - TEAM Supporter

- Corporate logo on **back of race shirt / Race Poster**
- Corp. name/logo hung at start/finish line
- Corp. name/logo on **ITPMAN** website
- Promotional samples included in race bags
- **2 Courtesy race entries**

### \$750 - TEAM Member

- Corporate logo on **back of race shirt**
- Promotional samples included in race bags
- Table at ITPMAN (table/2 chairs provided)

See Sponsorship Agreement for Table & TEAM Friend