

A Message to Sponsors

In 2010, 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 2009 ITPMAN was among the premier athletic and charitable events of Fairfield County.

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

Recognizing the current economic climate, 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 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: itpman10@itpfoundation.org

ITPMAN Sponsorship Agreement

Pledge

Your signature indicates your commitment to this agreement to sponsor the 2010 ITPMAN Triathlon.

Sponsor Signature: _____

Sponsorship Level

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

PROMO TABLE (\$500)

Info

Date: _____

Company Name: _____

Contact Name: _____

Street Address: _____

City: _____

State: _____ Zip: _____

Email: _____

Phone: _____

Please note: To be included on the race shirt, your logo must be submitted by 8/15/2010.

Official Sponsorship Brochure

The 6th Annual



To Benefit the ITP Foundation

Saturday, October 2, 2010
Darien - New Canaan, CT



ITP Info

- **Immune**
- **Thrombocytopenic** (throm-bo-sit-uh-PEN-ik) - (a decrease in blood platelets)
- **Purpura** (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 2010 ITPMAN Triathlon is the cornerstone of the ITP Foundation's annual fundraising and awareness campaign.

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.

Help the ITP Foundation end ITP.

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

\$15,000 - TITLE Sponsor (exclusivity)

- Corporate name listed along with ITPMAN
- Pre/post-race reviews/listed in press
- Corporate name/logo on **cover** of event program
- Representative from business will hold the **Finish Line ribbon**
- **Benefits of PRESENTING Sponsor**

\$10,000 - PRESENTING Sponsor (exclusivity)

- Corporate name with ITPMAN logo/press as *Presented by*
- Corporate name/logo **above** start/finish banner
- Corporate name/logo on **front** of race shirt
- Corporate name/logo on **back** of event program
- **VIP parking and 5 Courtesy race entries**
- **Benefits of TEAM Leader**

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

- **Product/services display** at event (10' x 10' tent 6' table and 2 chairs supplied)
- **4 Courtesy race entries**
- **Benefits of TEAM Benefactor**

\$5,000 - TEAM Benefactor

- **Product/services display** at event (8' x 8' tent 6' table and 2 chairs supplied)
- Corp. mention during event on public address system
- **3 courtesy race entries**
- **Benefits of TEAM Sponsor**

\$2,500 - TEAM Sponsor

- Corporate name listed in press as *sponsored by*
- Table at race
- **3 Courtesy race entries**
- **Benefits of Supporter/Member levels**

\$1,000 - TEAM Supporter

- Corp. name/logo hung at start/finish line
- Corp. name/logo on ITPMAN website
- 2 Courtesy race entries
- **Benefits of Member level**

\$750 - TEAM Member

- Corporate logo on poster; **back of race shirt**
- Promotional samples included in race bags
- **Benefits of TEAM Friend**

\$500 - Promo Table at Beach!!!

- Table at ITPMAN (table/2 chairs provided)

\$250 - TEAM Friend

- Corporate name/logo in event program

For more info, please visit www.itpfoundation.org.
The ITP Foundation is a 501(c)(3) nonprofit organization.
All donations are tax-deductible.