



P a r t n e r s h i p O p p o r t u n i t i e s

2019

SECTION 1

ABOUT US:

*"ONE OF THE MOST SCENIC AND STUNNING TRIATHLONS
IN THE WORLD. THE SLATEMAN NEVER FAILS TO
IMPRESS."*



COMPANY BACKGROUND

Founded and run by sport professionals, Always Aim High Events specialise in providing ultimate sports events.

The company are based in stunning North Wales and capitalise on glorious landscapes by organising open air competitions such as triathlons, cycle sportives and running races around the most beautiful locations possible.

We're growing...

2017	2018	2019 (PREDICTED)
10,000+ participants	12,000+ participants	18,500+ participants
30,000+ spectators	42,000+ spectators	54,000+ spectators
Events televised on Channel 4 and Skysports worldwide.	Events televised on Channel 4 and Skysports worldwide.	Events televised on Channel 4 and Skysports and on internet worldwide.
£17,000+ invested in charities and local community projects.	£25,000+ invested in charities and local community projects.	£32,000+ invested in charities and local community projects.



OUR EVENTS: TRIATHLON & DUTAHLON





Location: Harlech
Date: 14.04.2019
Entrants: 500
Distance: Sprint Triathlon, Duathlon



Location: Llanberis
Date: 18 & 19.05.2019
Entrants: 1700
Distance: Savage, Classic, Sprint & Duathlon



Location: Cardiff Bay
Date: 22 & 23.06.2019
Entrants: 2000
Distance: Olympic & Sprint



Location: Capel Curig
Date: 27 & 28.07.2019
Entrants: 600
Distance: Savage, Legend, Classic, Sprint & Duathlon



Location: Newborough Forest
Date: 14 & 15.09.2019
Entrants: 1400
Distance: Savage, Legend, Classic, Sprint & Duathlon



OUR EVENTS: RUNNING





Location: Menai Bridge, Anglesey
Date: 03.03.2019
Entrants: 2400
Distance: Half Marathon & 10k



Location: Llandudno
Date: 31.03.2019
Entrants: 1000
Distance: Marathon



Location: Newborough Forest
Date: 02.06.2019
Entrants: 300
Distance: Half & 10k



Location: Llanberis
Date: 14.07.2019
Entrants: 2200
Distance: Ultra, Marathon, Half & 10k



Location: Newborough Forest
Date: 14.09.2019
Entrants: 300
Distance: 10k & 5k



OUR EVENTS: DUATHLON





Location: Harlech
 Date: 14.04.2019
 Entrants: 500
 Distance: Sprint Triathlon, Duathlon



Location: Llanberis
 Date: 18 & 19.05.2019
 Entrants: 1700
 Distance: Savage, Classic, Sprint & Duathlon



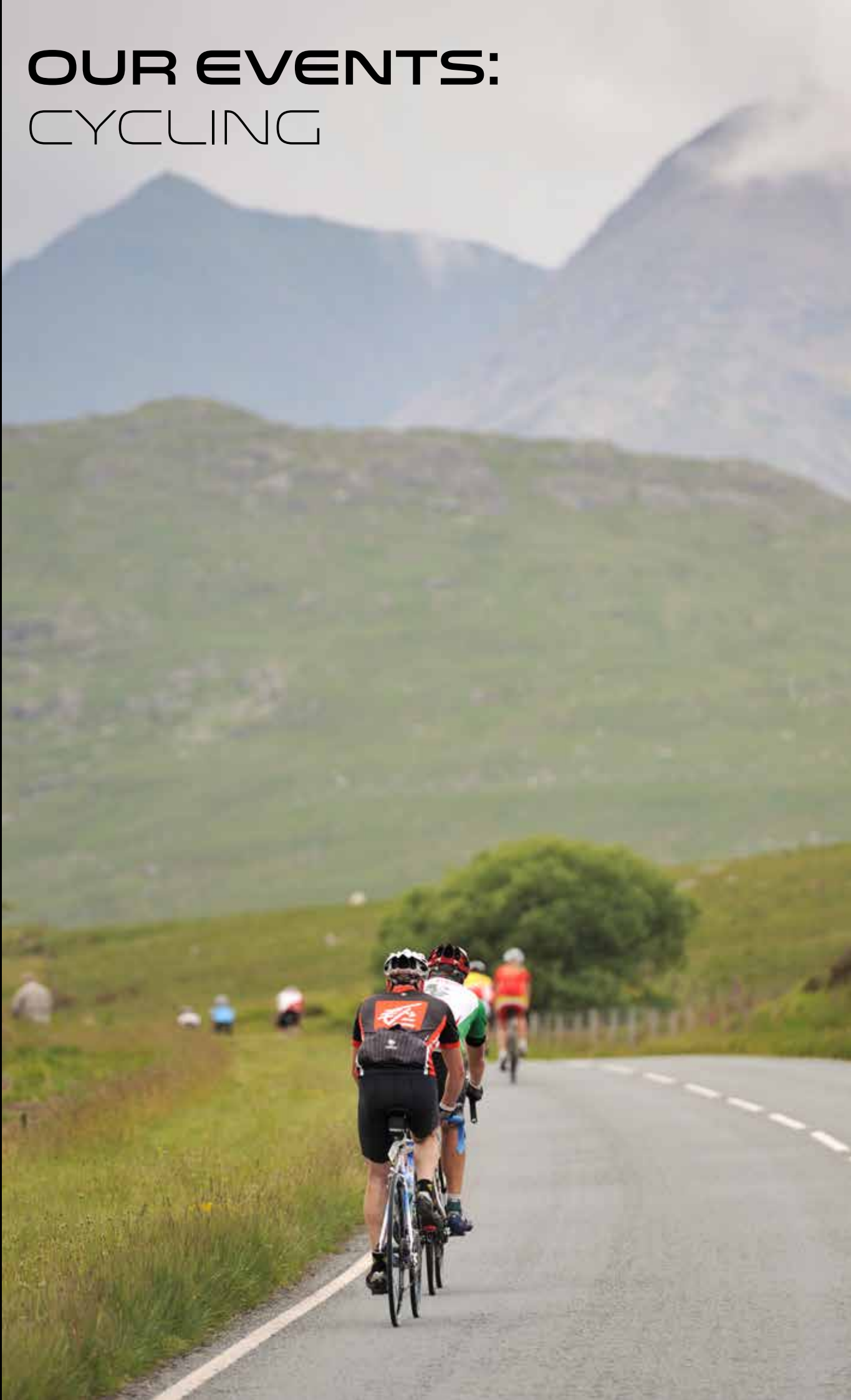
Location: Capel Curig
 Date: 27 & 28.07.2019
 Entrants: 600
 Distance: Savage, Legend, Classic, Sprint & Duathlon

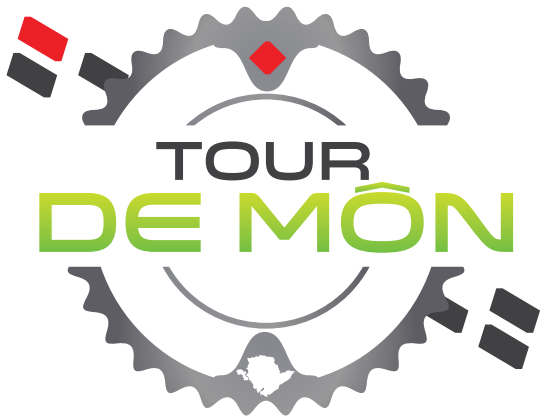


Location: Newborough Forest
 Date: 14 & 15.09.2019
 Entrants: 1400
 Distance: Savage, Legend, Classic, Sprint & Duathlon



OUR EVENTS: CYCLING





POWERED BY  **SPORTPURSUIT**

Location: Holyhead

Date: 18.08.2019

Entrants: 1000

Distance: 107, 77, 46 miles



OUR EVENTS: SWIM





Location: Plas y Brenin, Capel Curig
Date: 28.07.2019
Entrants: 200
Distance: 1 Mile and 1/2 Mile



SECTION 2

PARTNERING
WITH AAHE:

*"THESE GUYS PUT ON TRULY THE BEST RACES IN THE
COUNTRY, IF NOT THE WORLD."
ALEX FOSTER, GBR TRIATHLETE*



PARTNERING WITH US

Partnering with Always Aim High Events gives you the opportunity to be involved with some of the UK's best sporting events. Your company will be associated with a brand well renowned for high quality by both it's customers and other partners.

With over 18,500 participants, 54,000 supporters, millions of viewers and countless local community members expected to be involved in all of our events in 2019, there are a number of opportunities for you to get in direct contact with a wide and diverse demographic of men, women and children.

We offer a variety of opportunities for you to promote your brand, these include:

- Pre and post race publicity
- Event branding
- Television
- Live tracker
- Website advertising



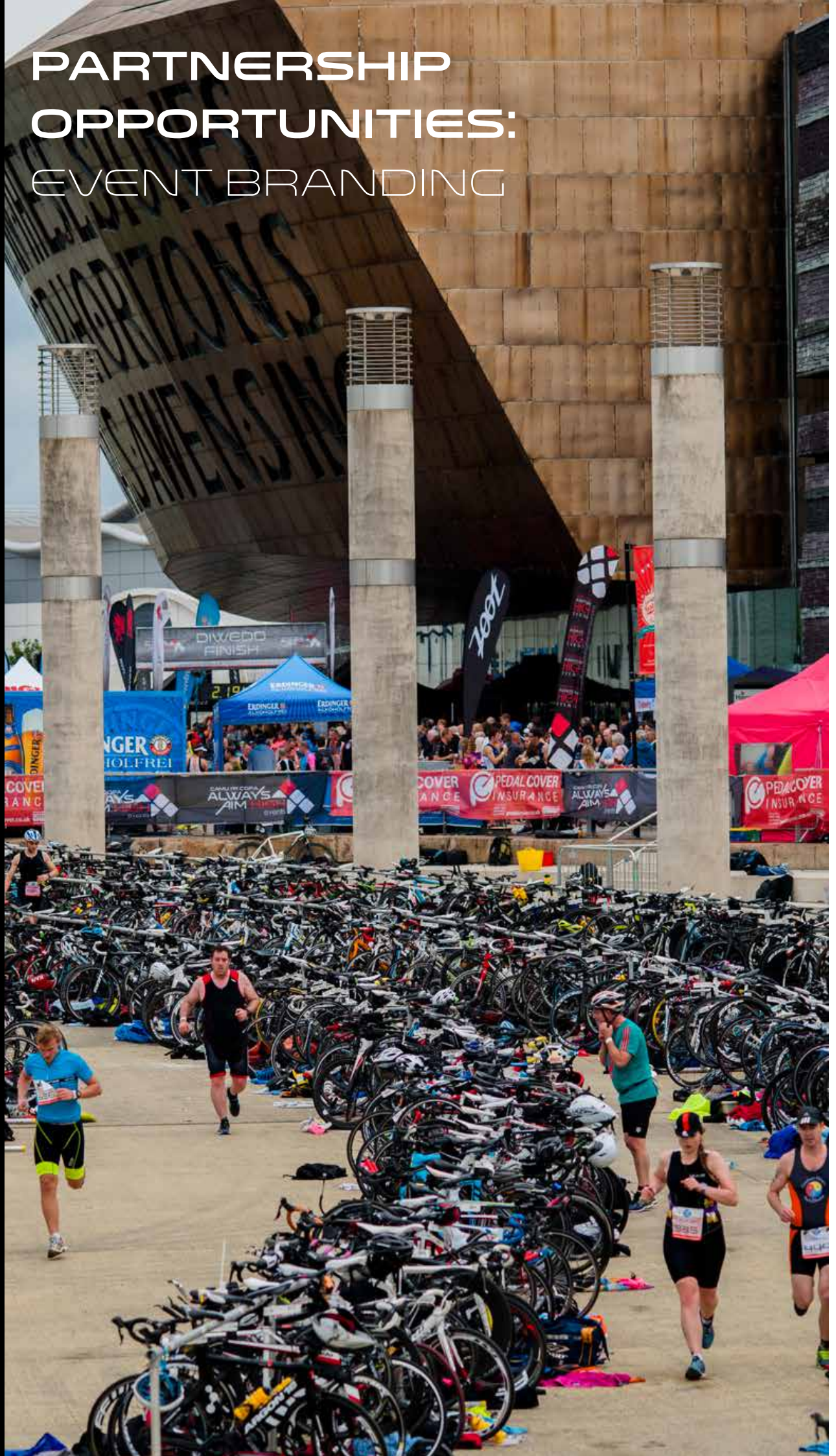


PRE AND POST-RACE PUBLICITY

- 1. Cross-media (print and online):** Packages will be available to all partners involved with the 2019 events.
- 2. Website:** 1 million+ page views per year on alwaysaimhighevents.com - higher than any of our competitors.
- 3. Newsletters:** Partners will be encouraged to forward articles, interviews and features for inclusion in our weekly e-newsletters which are sent to a database of 100,000+.
- 4. Press Releases:** To all major media outlets. Releases will have competitive and special interest themes, and will be an opportunity for partners to communicate messages to the sporting community in both print (magazines, local / regional newspapers) and online.
- 5. Social Media:** Partners will be encouraged to forward articles, interviews, videos and other features for inclusion on all AAHE social media platforms which are experiencing huge growth across all channels. We currently have over **30,000 followers across Facebook, Twitter and Instagram** with an average reach of between **50,000 and 80,000** per week based on organic growth.

As part of the social media package, we offer the chance to host exclusive competitions and offers via our channels. As an example, SUUNTO gave away a watch as part of a 'like and comment' competition. The initial post generated over 500,000 in organic reach, with over 2,500 shares.

PARTNERSHIP OPPORTUNITIES: EVENT BRANDING



EVENT BRANDING

- 1. Event Expo:** Held at both the event registration and race location, this is a great opportunity to display and sample your product to the thousands of people who visit our events.
- 2. Event Village:** Our Event Village is a festival of sport and arts. Thousands of spectators will attend to witness the spectacle and enjoy the fantastic atmosphere.
- 3. Start / Finish Line:** Always featured in the event photography and TV production (where applicable). Additionally, this is the area where the largest number of crowds gather to watch the spectacle.
- 4. Transition Zone (Triathlon Only):** This is a fantastic opportunity to showcase your brand. Both premium (near exits / entrances) and primary (where crowds gather) branding locations are available.

The branding opportunity at Always Aim High events is the best in the market. This opportunity is extended across all partnership options.

PARTNERSHIP OPPORTUNITIES: TELEVISION



TELEVISION

Our triathlons are broadcast on television across the world. The viewing figures for these races can be found below.

TV VIEWING FIGURES

REGION	CHANNELS	VIEWING FIGURES
Europe and UK	Skysports, British Eurosport, Premier Sports, eir Sport, The Active Channel, ESPN UK, Sky Sports Italia, Canal+, Prisa TV, LOALA1	60 million+
North and South America	ESPN North America, American ONE, Universal Sports Network, ESPN Latin America, Rogers Sport, Ultra TV Mexico, Band Sports, Globosat Brazil, ESPN Caribbean	492 million+
Middle East and Africa	Orbit Showtime Arabia, TV5 Philippines, Abu Dhabi Media, Setanta Africa, Zuku Sports, Fox Middle East, SuperSports	14.7 million+
Asia	Eurosport Asia and Pacific, Fox Sports Asia, TEN Sports India, TEN Sports Pakistan, TEN Sports Japan, VTC Digital Vietnam, Starhub Singapore	290 million+
Pacific Rim	ESPN Pacific Rim, Sky New Zealand, Fox Sports Australia	132 million+
Worldwide	SNTV	1 billion+
TOTAL		1.9 billion+



PARTNERSHIP
OPPORTUNITIES:
LIVE TRACKER APP

OFFICIAL RACE COMPANION APP

The event companion app enables supporters to track the progress of their family and friends in real time via social media.

Partners will be able to link their Facebook and Twitter accounts to the athletes Live Tracker feed, as well as having their logo and website listed in an adspot visible to thousands.

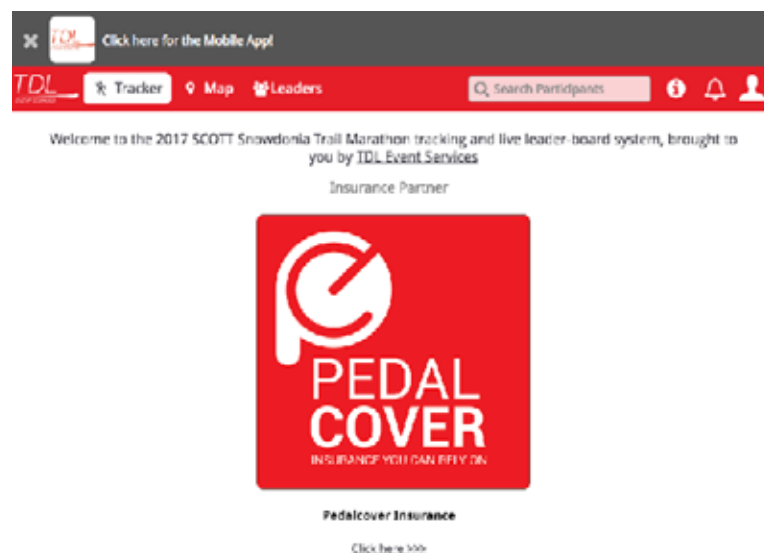
This tool has the power to reach thousands of unique visitors per event.

Case Study: 2017 SCOTT Snowdonia Trail Marathon

The live tracker app for the SCOTT Snowdonia Trail Marathon in 2017 was used by over 7,500 unique visitors in 46 countries globally, across the race weekend. This generated 650,000 hits to the app - each time showing a partner logo and link to the website.

The average partner logo was shown for a total of 18,000 minutes during these sessions.

Over 2,600 push notifications were sent to users, each with a partner tagged to their social media accounts.



SECTION 3

PARTNERSHIP PACKAGES:

*"I TRAVELLED 4,000 MILES FOR THIS EVENT AND IT WAS
WORTH EVERY PENNY SPENT AND MILE TRAVELLED.
AWESOME!"*



PARTNERSHIP PACKAGES

Partnering with AAHE is a great way to communicate your brand with an incredibly large number of dedicated athletes and supporters.

We offer four levels of opportunity:

- Title Partnership
- Primary Partnership
- Associate Partnership
- Junior Event Partnership

Alternatively, a partnership option can be tailor-made to fit your needs.



PARTNERSHIP PACKAGES:



PACKAGE	WHAT IT INCLUDES	COST
Title Partnership	<ol style="list-style-type: none"> 1. For the duration of the deal the event will be known as the YOUR NAME Always Aim High Event. 2. Your company logo will be incorporated into the official event logo. 3. Prominent TV publicity (Slateman, Sandman, Snowman and Cardiff Triathlons) via highlights programme to be broadcast across the world. 4. Premium space on event website linking to your webpage. 5. Premium inclusion in event Live Tracker 6. Inclusion in all media releases including dedicated release announcing partnership. 7. Promotion via all AAHE social media channels. 8. Premium display space at all Event Branding Locations. 9. Inclusion of logo on all print material – adverts, flyer, poster and banner ads (online). 10. Option to reach the event entrant database via at least 5 e-mail outs prior to the event. 11. Inclusion of logo in premium viewing position on post-race interview boards. 12. Inclusion of logo, slogan and website on race numbers. These are often kept as mementos by competitors to leave a lasting impression of the event. 	£10,000+
Primary Partnership	<ol style="list-style-type: none"> 1. Event to be 'Supported by' YOUR NAME. 2. Logo to feature in the event web header. 3. Feature in all literature, website and other communications as agreed by AAHE. 4. Primary display space at all Event Branding Locations. 5. Inclusion of logo on all print material – adverts, flyer, poster and banner ads (online). 6. Option to reach the event entrant database via up to 3 e-mail outs prior to the event. 7. Inclusion of logo on post-race interview boards. 8. Inclusion of logo on race numbers. 	£5,000 - £10,000
Associate Partnership	<ol style="list-style-type: none"> 1. Logo & link on event website, inclusion on four newsletters annually (via full database of 100,000 or Event Instructions), social media sponsor post (Facebook & Twitter), press release detailing partnership. 2. Display space at Event Expo and Event Village. 3. Opportunities for associated product / brand prizes (where applicable). 4. Branding space on the start/finish straight on race day and via the transition area (triathlons only). 	£2,000 - £3,000
Junior Event Partnership	<ol style="list-style-type: none"> 1. Junior trophies sponsorship 2. Headlining of junior race numbers. 	£1,000

SECTION 4

2019 CARDIFF TRIATHLON:

*"THANKS GUYS FOR ORGANISING SUCH AN AMAZING
EVENT IN MY AMAZING CITY!"*



CARDIFF TRIATHLON

2019 Promises to be a massive year for the already popular Cardiff Triathlon.

Situated right in the heart of the bay area of the city, the thousands of spectators to the race are joined by an already generous footfall to create an area where your brand will be seen by a significant number of people.

The 2019 Cardiff Triathlon will be a 2020 ITU World Championships Sprint Distance Triathlon Qualifier, as well as a British Elite Race.

The Cardiff Triathlon is broadcast to millions of people around the world via Sky Sports, Channel 4, EuroSport & ESPN, and TV & press coverage will increase massively with the Elite races.





EVENT PARTNERS



Aqua Sphere®



KITBRIK®
no fuss, just organised kit



SUPERfeet®



TELEVISION



★EUROSPORT





Partnership Opportunities
2019

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