

5th Annual June Lake Triathlon

The Toughest Race in the Most Beautiful Place

Sponsorship & Partnership Opportunities

July 8-9, 2011



What is the June Lake Triathlon:

Where the Olympians train...2011 announces the Fifth Annual June Lake Triathlon in June Lake, California. Originally started in the 1980's the triathlon has a history of integrity and High Sierra soul.

At 7,600 feet above sea level, June Lake "the Switzerland of the Sierra" sits in one of the most beautiful lakes basins at the base of Carson Peak in the Sierra Nevada. This year's event is goaled to welcome up to 500 competitors, and up to 1,500 fans and attendees.

An Olympic Sport, Triathlon continues to grow in athlete and fan participation. The June Lake Triathlon stands out as unique among other triathlons as it is based in the High Sierra, a high altitude training Mecca for world-class athletes such as Ironman Chris Lieto, and Olympians Meb Keflezighi, Deena Kastor, Ryan Hall, Kelly Clark, Greg Bretz and Stacey Cook. These Olympians embrace the Eastern Sierra's high elevation challenges to prime for their success around the globe. In 2009 Keflezighi won the New York City Marathon and in 2009, Lieto placed 2nd in the world at the Ford Hawaii Ironman World Championships. At the 2004 Athens Summer Olympics Kastor won a Bronze Medal and Keflezighi won a Silver Medal both in Marathon. And in the 2002 Winter Olympics, Clark won a Gold Medal in Half-Pipe Snowboarding and in 2010 brought home a Bronze Medal in the same event.

COMMITMENT to CONSERVATION

June Lake Triathlon treasures the environment in which we live. Every year we have been committed to reducing waste by using reusable, recycled, compost-able and non-toxic materials. We strive to buy products made in the U.S., Canada or Fairtrade Certified products manufactured abroad.

We are proud to announce that the
2011 JUNE LAKE TRIATHLON goes SOLAR!!!



In partnership with High Point Solar, the event will run on captured and stored solar energy.

Please join us in our commitment to a responsible event.



June Lake Triathlon:

The fan base for the June Lake Triathlon has grown over the past four years to not only capture athletes from Southern California, Reno, Tahoe, Las Vegas and the San Francisco Bay Area, but from all over the United States, with international athletes coming from Germany, Canada and Mexico.

Year round air service to Mammoth Yosemite Airport began in 2010, the first offering ever for the summer flights to the region, through partner Horizon/Alaska Air.

This continued service is expected to further support athlete interest in this event. Together with bolstered fulfillment from fans, friends and family participation, 2011 will see the evolution of the June Lake Triathlon to the level of destination experience. The overwhelmingly supportive local business community, together with the regional tourism and recreation commissions roll out the welcome carpet to the Eastern Sierra experience. This year's event will host a very special 'High Altitude Training Camp' based in partnership with Mammoth Lakes' finest accommodations.

Triathlete arrival and race packet pick-up will be book-ended by special events, a consumer exposition and VIP experiences in both the communities of June Lake and Mammoth Lakes, all leading up to the triathlon challenge. Keeping with tradition, a post-race celebratory environment anchors the finish line at June Lake Shores.

Triathletes choose from three courses:

Olympic Distance Triathlon:

1.5k Lake Swim / 40k Road Bike / 10k Trail Run

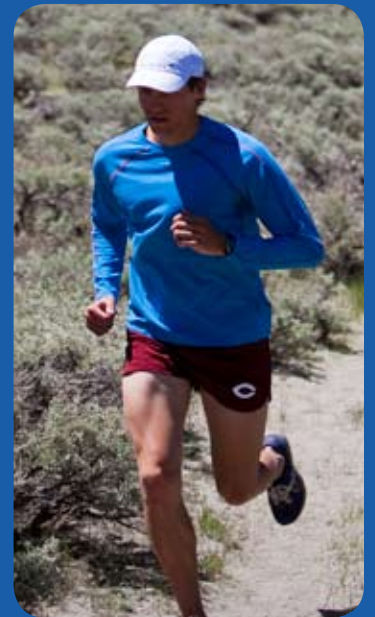
Sprint Distance Triathlon:

0.5k Lake Swim / 13k Road Bike / 3.5k Trail Run

Kids Distance Triathlon:

0.1k Lake Swim / 5k Road Bike / .62k Trail Run

All distances have an adaptive athlete division.



Getting to June & Mammoth Lakes

BY AIR

Alaska Airlines/Horizon Air serves 48 cities throughout Arizona, California, Oregon, Washington, Idaho, Montana, Nevada, Baja California Sur (Mexico), British Columbia and Alberta (Canada). With national connecting flights through Los Angeles International (LAX), San Jose International Airport (SJC), Reno Tahoe International Airport (RNO), Portland International Airport (PDX), and Seattle-Tacoma International Airport (SEA), getting to the High Eastern Sierra has never been easier than these average 45 minute connector or direct flights to Mammoth-Yosemite Airport.

BY GROUND

The Community of June Lake and the Town of Mammoth Lakes have long been driver favorites along scenic Highway 395, and four to six hour trips from Southern California and Northern California destinations with connecting highways reaching each extreme of the Golden State. Within a two to three hour's easy reach are the communities of Northern Nevada including Reno and Tahoe. Summertime opens the seasonal gates through the United States' treasured Yosemite National Park on Tioga Pass, Route 120, making the Central California coastal and inland communities within close drive time along one of the country's legendary scenic byways.



Thank you for the sponsoring one of the best triathlons that I have ever participated in. I have been spreading the positive experience with my friends and fellow triathletes.

J.M., Truckee, CA



2010 Demographics

Number of Athletes	375
Number of Spectators	1,200
Number of guests each athlete brings with him/her	1.5
Average household income	\$135,000
% Female	45%
% Male	55%
Age Range	6 years to 68 years
Average Age	37 years
% stay what number of nights locally	24% stay 3 nights 35% stay 2 nights 6% stay 5 nights 10% stay 6 nights 3% stay 2 weeks 2% stay 1 month
total of 1040 room nights generated	
% participate in food and beverage experiences	82%
Average retail purchase per attendee	\$135 per attendee
Average total expenditure per attendee	\$450 per attendee



"Competing in the June Lake Triathlon has been the greatest thing I've done since the 2004 Olympics. The beauty and challenge of this course is like a dream! Thanks again... I can't wait to bring the family out next year!"
-Dan Browne, Olympian
Winner, 2010 June Lake Triathlon Sprint



June

Event Schedule

Friday, July 8th

10:00 am - 4:00pm Consumer Expo and Packet pick up at June Lake Swim Beach

1:30pm Celebrity Athlete autograph signing at Consumer Expo

2:00 pm Race Course orientation begins at June Lake Swim Beach

5:00pm Pre-Race Dinner at June Mountain Ski Area Meadow Chalet at the top of Chair J1

Saturday, July 9th

RACE DAY!

8:00am Competition Begins

10:00am to 2:00pm Post Race Lakeside Celebration and Awards Ceremony at June Lake Consumer Expo & Music Festival



*Another great success! And it's so great so see a significant growth in participation. The food was wonderful, the prizes perfect, and the volunteers very professional - Thank You!
H.A. San Diego*



Marketing

TOURISM COMMISSIONS

A special grant and specific travel package support is being provided by the following partners to the June Lake Triathlon after identifying the competition as a key draw for tourists and their families.

INSTITUTIONAL PARTNERS

Specifically identified logistical support, together with operational funds, and special rate packages for accommodations and visitor activities have been designed by the Resort Partners listed.

NON PROFIT/SOCIAL ORGANIZATIONS

The listed nonprofit and social organizations support the exposure and success of the June Lake Triathlon through their community funds and volunteer participants.

Mammoth Lakes

California's Premier Mountain Resort



www.monocounty.org
800-845-7922



TRI CLUB



June Lake Loop Women's Club

Established 1963

Media



Chris Lieto was the first professional triathlete to train at altitude in Mammoth Lakes, in preparation for the Ford Hawaii Ironman World Championships. He followed Olympians Ryan Hall, Deena Kastor and Meb Keflezighi to Mammoth to discover why the Mammoth Track Club trains and lives in the High Sierra.



“Kaiden ready for the June Lake Triathlon. Awesome place. Check out the backdrop”
 July 10, 2010
 twitter.com/chrislieto
 Top secret training...



“Getting in some relaxation in Mammoth Lakes. Love it here!”
 (facebook entry, fall 2010)
 facebook.com/chrislieto



Flotrack's Kevin Selby documents his trip to Mammoth, CA as he learns about one of the best training scenes in the United States and the World.



Charitable Foundation Partner

The Fifth Annual June Lake Triathlon is proud to be raising funds for its Charitable Organization Partner, Disabled Sports Eastern Sierra.
www.disabledsportseasternsierra.org

A 501(c)3 non-profit organization, Disabled Sports Eastern Sierra (DSES) is a volunteer based nonprofit dedicated to changing the lives of children and adults with disabilities and their families by:

- offering year-round outdoor sports and activities
- creating inspiring challenges
- providing expert instruction and adaptive equipment
- rallying the community to accommodate people with disabilities

DSES believes that the freedom and exhilaration of outdoor challenges changes lives.

No one should be left behind simply because of a disability!

The dedicated volunteers of DSES support every aspect of the planning, fulfillment and follow through of the June Lake Triathlon, providing literally hundreds of hands to prepare gift bags, race t-shirts, and other pre event needs, overseeing parking and transportation logistics, manning aid stations and key points along the race route, assisting the needs of the athletes at all levels of the competition, supporting the logistical success of the pre and post race festivities together with the race festival, consumer expo, raffle give-a-way and much more.

You were so welcoming and accommodating to my husband who has muscular dystrophy, and myself. We thank you so much from our hearts!

We'll be back next year!

T.H., Lancaster, CA



Sponsorship

Title Sponsor	\$25,000
Presenting Sponsor	\$10,000
Ironman Sponsor	\$5,000
Olympic Sponsor	\$1,000
Sprint Sponsor	\$500

All race proceeds are tax deductible and benefit the High Sierra Triathlon Club, a 501(c)3 non-profit organization.



*Thank you and all of your support team for putting on such a wonderful event. It was well worth all the effort to haul our gear from Calgary to suffer on such a demanding course. The race truly lived up to its moniker but perhaps you might consider adding "with the most smiling faces". The venue, the course, the volunteers and the entire event was fantastic. Thank you very much.
D.O., Calgary, Alberta CANADA*



Description of Sponsorship Benefits

TITLE SPONSOR - Exclusive to 1 sponsor \$25,000

- Largest logo on the race shirt, race poster, race postcards, race bag, race swim cap, print advertisements, start/finish line arch, awards party banner backdrop, and all other collateral where logos appear, with language reading "The Title Sponsor 2011 June Lake Triathlon"
- 6 free individual entries or 4 free relay entries to June Lake Triathlon
- Expo and Reception Canopy, measuring 40' x 40' or 1600 sq ft equivalent space, at start/finish line, at June Lake Triathlon festival site at June Lake Swim Beach and June Mountain pre-race dinner
- Largest logo and website link on race website, www.highsierratri.org
- Brochures, business cards, materials in event give-a-way bags (500 bags)
- Included in all email blast to all participants advertising Title Sponsor

PRESENTING SPONSOR \$10,000

- 1/2 size logo in relation to Title Sponsor logo on race shirt, volunteer shirt, race bag, race swim cap, race poster, race postcards, print advertisements, start/finish line arch, awards party banner backdrop, and all other collateral where logos appear, with language reading "Presenting Sponsor presents The Title Sponsor 2011 June Lake Triathlon"
- 4 free individual entries or 3 free relay entries to June Lake Triathlon
- Expo and Reception Canopy, measuring 20' x 20' or an 400 sq ft equivalent space, at start/finish line, and at June Lake Triathlon festival site at June Lake Swim Beach and June Mountain pre-race dinner
- 1/2 size logo and website link on race website, www.HighSierraTri.org
- Brochures, business cards, materials in event give-a-way bags (500 bags)
- Included in 5 email blast to participants advertising Presenting Sponsor



Description of Sponsorship Benefits

Ironman Sponsor

\$5,000

- 1/4 size logo in relation to 2011 TITLE SPONSOR logo on race shirt, volunteer shirt, race bag, race poster, race postcards, print advertisements, start/finish line chute and awards party banner backdrop.
- 3 free individual entries or 2 free relay entries to June Lake Triathlon
- Expo Canopy, measuring 20' x 20' or an 400 sq ft equivalent space, at start/finish line, at June Lake Triathlon festival site at June Lake Swim Beach at June Mountain pre-race dinner
- 1/4 size logo and website link on race website, www.HighSierraTri.org
- Brochures, business cards, materials in event give-a-way bags (500 bags)
- Included in 3 email blast to all racers advertising Ironman Sponsor

Olympic Sponsor

\$1,000

- 1/10 size logo in relation to 2011 TITLE SPONSOR logo on race shirt, volunteer shirt, start/finish line chute and awards party banner backdrop.
- 2 free individual entries or 1 free relay entry to June Lake Triathlon
- Expo and Reception Canopy, measuring 10' x 20' or a 200 sq ft equivalent space, at June Lake Triathlon festival site at June Lake Swim Beach
- 1/10 size logo and website link on race website, www.HighSierraTri.org
- Brochures, business cards, materials in event give-a-way bags (500 bags)
- Included in 2 email blast to all racers advertising Olympic Sponsor

Sprint Sponsor

\$500

- 1/20 size logo in relation to 2011 TITLE SPONSOR logo on race shirt and volunteer shirt
- 1 free individual entry to June Lake Triathlon
- Expo and Reception Canopy, measuring 10' x 10' or an 100 sq ft equivalent space, at June Lake Triathlon festival site at June Lake Swim Beach
- 1/20 size logo and website link on race website, www.HighSierraTri.org
- Included in 1 email blast to all racers advertising Sprint Sponsor



*This was my first June Lake Tri and first visit to Mammoth as well. It all lives up to its name as it was the toughest run I've ever done in the most beautiful place. The scenery was breathtaking. My family and I had a great time and will be back next year.
P.H., Valencia, CA*



Contact

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Email: Alana@HighSierraTri.org

High Sierra Triathlon Club
Executive Director
www.HighSierraTri.org
P.O. Box 8272
Mammoth Lakes, CA 93546



*"All of us thank you for an amazing day. Looking at the T-shirt you built with the variety and number of sponsors, just goes to show what a fantastic community exists in Mammoth Lakes and June Lake. We do look to the sponsors and make a note and try to bring our business their way. Congrats to all the winners and thanks to Chris Lieto. And the kids mini Tri was the best new thing this year. Whit Raymond, the race announcer, is awesome--great energy and fun.
D.S., Laguna Hills, CA*



Special thanks for photos submitted by
Lesley Allen Photo
Susan Morning
Pamela Stayden
Disable Sports Eastern Sierra

JUNE LAKE TRIATHLON STAFF



RACE ANNOUNCER
Whit Raymond
WhitRaymond.com



RACE SET UP
Seven Seas Industries
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RACE TIMING
J-CHIP USA
J-ChipUSA.com



RACE POWER
High Point Solar
HighPoint-Solar.com