



July 6-7, 2012

**6th Annual**

# June Lake Triathlon

*The Toughest Race in the Most Beautiful Place*

**Sponsorship & Partnership Opportunities**



# The June Lake Triathlon:

2012 marks the Sixth Annual June Lake Triathlon in June Lake, California. Originally started in the 1980s, the triathlon has a history of professionalism and mountain soul.

At 7,600 feet above sea level, June Lake ,“the Switzerland of the Sierra”, sits in a spectacular lake basin at the base of Carson Peak in the Eastern Sierra Nevada. This year’s event is limited to 500 lucky competitors, and approximately 1,500 fans, spectators and volunteers.

## 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.

The Club mission is to encourage anyone and everyone to try the sport, and provide support to already established triathletes. We organize competitive events including the June Lake Triathlon and Ned’s Mammoth Rock Race to encourage a healthy and active community. The Club provides structured workouts for all members, opportunities for training and meeting training partners, and hosts a fun, social atmosphere where everyone, regardless of abilities, feels welcome.



### Olympian Dan Browne wins June Lake Triathlon

“ 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!”

-Dan Browne, Olympian in Distance Running & Winner of the 2010 June Lake Triathlon Sprint



# Description of Sponsorship Benefits

TITLE	SPONSOR LEVEL	DOLLAR AMOUNT	IN KIND VALUE	ON RACE & STAFF SHIRT	ON WEBSITE	ON PRINT ADVERTISEMENTS	NEWSLETTER	FACEBOOK	LOGO EXPOSURE	COURSE PRESENCE	PRODUCT PLACEMENT	BOOTH	ANNOUNCED AT RACE	ENTRIES
		25,000	50,000	logo on front	logo on home-page & sponsors page	race poster, postcards and all print ads	every blast	weekly posts	banner @ welcome dinner, finish, awards. Logo on event sign.		in racer bags	Free booth space 2x(20x20)	every 30-10 minutes	10 individuals or 5 relays
PRESENTING		10,000	20,000	logo on sleeve	logo on home-page & sponsors page	race poster, postcards and all print ads	every blast (smaller than title)	1 post per month	logo on event sign, banner at transition, awards		in racer bags	Free booth space 2x (20x10)	every hour	4 individuals or 2 relays
IRONMAN		5,000	10,000	name on back	logo on home-page & sponsors page	race poster and all print ads	every blast	1 post bimonthly	logo on event sign, banner at transition		in racer bags	Free booth space (20x10)	3 times	2 individuals or 1 Relay
OLYMPIC		1,000	2,000	name on back	logo on sponsors page	blast announcing sponsor	1 post quarterly	logo on event sign, aid station	SWIM, BIKE, RUN or KIDS course		on packet pick up table	Free booth space (10x10)	2 times	1 individual
SPRINT		500	1,000	name on back	logo on sponsors page	blast announcing sponsor	once announcing	logo on event sign		at booth	50% discount on booth space (10x10)	1 time		

# 2011 Demographics

The June Lake Triathlon is a USA Triathlon Sanctioned Event. The fan base for the June Lake Triathlon has grown over the past five 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.

Number of Athletes	475
Number of Spectators	1,000
Number of guests each athlete brings with him/her	1.5
Average household income	\$126,000
% Female	48%
% Male	52%
Age Range	5 years to 69 years
Average Age	37 years
% stay what number of nights locally	7% stay 1 night 42% stay 2 nights 23% stay 3 nights 8% stay 4 nights 5% stay 5 nights 11% stay 6 nights 6% 2 weeks 6% 1 month



**Total of 1025 room nights generated**

USA Triathlon is the National sanctioning body for the June Lake Triathlon. USA Triathlon reported 135,000 annual members in 2010 and 326,732 one-day memberships to compete in USA Triathlon sanctioned events were purchased in 2010.

USA Triathlon is the sanctioning authority for more than 3,500 diverse events, ranging from grassroots to high-profile races nationwide. The organization works to create interest and participation in a variety of programs, including camps, clinics, races and educational opportunities. USA Triathlon's 140,000-strong membership is comprised of athletes of all ages, coaches, officials, parents and fans striving to strengthen multisport.

On the elite level, USA Triathlon is responsible for the selection and training of teams to represent the United States in international competition, including the world championships, Pan Am Games and Olympic Games. It conducts national camps and clinics and provides coaching education programs.

On the developmental level, USA Triathlon fosters grassroots expansion of the sport, which is facilitated by the sanctioning of age-group events and triathlon clubs. National and regional championships are held for triathletes from junior to senior age divisions.



# Marketing

## TOURISM COMMISSIONS

The following partners are providing support 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.



## 2011 MAJOR SPONSORS



ENDURANCE FUELS  
& SUPPLEMENTS



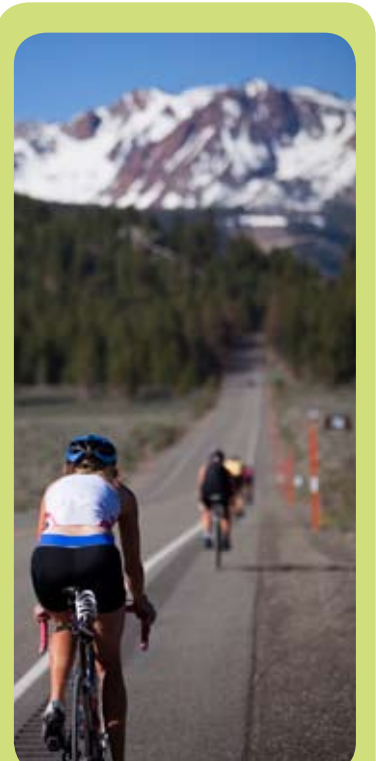
# Media

## LAVĀ

The Toughest Race in the Most Beautiful  
A vacationing triathlete finds a local gem  
of a race.



Triathlete Magazine calls the  
"June Lake Triathlon one of  
[its] all-time favorite races"



## JLT Goes Green



### Hammer Nutrition's Amateur Endurance Race Coverage

This article appeared in Hammer Nutrition's website newsletter. "Kristin Stilton celebrates her 2nd place age group victory at the June Lake Triathlon (at 7600' elevation)." Photo -Mike Stilton Endurance News



# The High Sierra: where the Olympians train...



## Ironman Champion Chris Lieto swims in June Lake

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, Kelly Clark, Greg Bretz and Stacey Cook.

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 marathon Kastor won a Bronze Medal and Keflezighi won a Silver Medal, 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.

These Olympians embrace the Eastern Sierra's high elevation challenges to prime for their success around the globe.

## COMMITMENT to CONSERVATION

June Lake Triathlon treasures the environment in which we live. The race is powered exclusively by solar energy in partnership with High Point Solar. We are also committed to reducing waste and use only reusable, recycled, compostable and non-toxic materials. We purchase products made in the U.S., Canada or Fairtrade Certified products manufactured abroad.

*Please join us in our commitment to a responsible event.*



Kaiden Lieto, Chris' son races the Kids Mini Tri at the June Lake Triathlon

Top secret training...



[facebook.com/chrislieto](https://www.facebook.com/chrislieto)



Discovering one of the best training scenes in the entire world!

# June Lake Triathlon:

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.*

## Event Schedule

Friday, July 6th

10:00 am - 4:00pm

Consumer Expo and

Packet pick up at June Lake Swim Beach

2:00 pm

Race Course orientation begins at June Lake Swim Beach

5:00pm

Pre-Race Dinner at June Mountain Ski Area

Summer Chalet at the top of Chair J1

Saturday, July 7th

**RACE DAY!**

8:00am

Competition Begins

10:00am to 2:00pm

Post Race Lakeside Celebration and Awards

Ceremony at June Lake Consumer Expo

Festival

The High Sierra Triathlon Club hosts

'High Altitude Triathlon Training Camps':

### ■ June Lake Triathlon Training Camps

*6-weeks to prepare for the June Lake Tri*

o April 2 – May 19, 2012

o May 21 – June 30, 2012

### ■ Mammoth High Altitude Training Camp - A weekend camp at high-altitude

o May 25-28, 2012



# Charitable Foundation Partner

The Sixth Annual June Lake Triathlon is proud to be raising funds for its Charitable Organization Partner, Disabled Sports Eastern Sierra.  
[www.disabledsportseasternsierra.org](http://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-away and much more.

Watch their slideshow...

Joseph and Emory have autism, and this was their first triathlon. Their race times were taken off the time stamps of the digital images. To true racers, the times will not be at all impressive. The real victory is in the fact that the boys navigated the crowds, finished the race, and had fun. They had an awesome team supporting them. Way to go guys,  
*-Grace Rudolph (Joseph & Emory's mother)*



*Joseph crossing the finish line*



**DISABLED  
SPORTS  
EASTERN  
S·I·E·R·R·A**



# Getting to June & Mammoth Lakes

Is easy and scenic whether by driving or flying. Bring the family and enjoy a few extra days in the recreational wonderland of the Eastern Sierra. Add in a visit to Devil's Postpile, Mono Lake, Bodie and Yosemite National Park.

## DRIVING

From Southern or Northern California, June Lake and nearby Mammoth Lakes are a four to six hour drive on major highways, and a two to three hour motor from the Reno-Lake Tahoe area. Highway 395 travels through beautiful country of high desert and towering mountains. Small towns dot the way.

## FLYING

Year around air service to Mammoth Airport began in 2010 and is very convenient for many travelers. Alaska Air flights serve 48 cities in the western US, with arrivals and departures twice a day to Mammoth.



*My most sincere congratulations for putting on one of the best races ever!!! I jumped in at the last minute when I realized my family would be visiting Mammoth last week and really wasn't sure what to expect. Well, the altitude was a lung buster, but what a terrific venue and course. Love,love, love the race shirt, the finisher medal, and the 2nd place AG prize I earned! Thanks for all of the above!  
-C.A., California*



# Contact

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Pamela Stayden  
Disable Sports Eastern Sierra

## JUNE LAKE TRIATHLON STAFF



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