



2012

Revenue and Marketing Opportunities

Page 2-3: List of events for 2012

Page 4: Fee schedule

Page 5: Reservation Request form



Event Listing for 2012

Athleta Iron Girl Half Marathon

Sunday April 29, 2012

All Women Half Marathon/ Half Marathon Relay / Coed 5K
Events Start and End in downtown Columbia across from the Columbia Mall
Race Day Attendance: 3500 people
Expo and Mandatory Participant Packet Pick-up at **Sheraton Columbia Town Center**
Friday April 27 - 2pm to 7pm and Saturday April 28 – 10am to 7pm
Expo Attendance : 2000 women

Columbia Triathlon at Centennial Lake

Sunday May 20, 2012

1.5K Swim – 41K Bike – 10K Run 2300 entrants
Centennial Park in Columbia, MD
Race Day Attendance: 5000 people
Expo and Mandatory Participant Packet Pick-up at **Sheraton Columbia Town Center**
Friday May 18 - 2pm to 7pm and Saturday May 19 – 10am to 7pm
Expo Attendance: 2300 people

Blackwater Duathlon

Sunday June 3, 2012

USAT National Long Course Championship

10k Run – 70k Bike – 10k Run

Cambridge, Maryland

Packet Pickup and Expo: Location and times TBD

Endurafit Ironman 70.3 EagleMan

Sunday June 10, 2012

1.2 Mile Swim – 56 Mile Bike – 13.1 Mile Run 2500 entrants (Race closed to new entries)
(Ironman World Championships & Ironman 70.3 World Championships Qualifier)

Aqua Velo 1.2 Mile Swim – 56 Mile Bike

Great Marsh Park in Cambridge, MD

Race Day Attendance: 6000 people

Expo & Mandatory Participant Packet Pick-up at Sailwinds Park, Cambridge, MD

Friday June 8 - 2pm to 7pm and Saturday June 9- 10am to 7pm

Expo Attendance: 4000 people



Celebrating Heroes Triathlon

Sunday June 24, 2012

.62mile Swim – 17.5 Mile Bike – 3.2 Mile Run

Centennial Park in Columbia, Maryland

Expo and Mandatory Participant Packet Pick-up at **Sheraton Columbia Town Center**

Friday June 22 - 2pm to 7pm and Saturday June 23 – 10am to 7pm

Race limited to 2400 entries

TriColumbia Kidz Triathlon

Sunday July 22, 2012

(Various distance events based on age) Race limited to 400 entrants

Columbia, MD

Race Starts at Clemens Crossing Pool, Columbia, MD

Race Day Attendance: 1200 people

Mandatory Packet Pick- up TBD, Columbia, MD

Friday July 20- 2pm to 7pm and Saturday July 21 10am to 6pm

Athleta Iron Girl Columbia

Sunday August 19, 2012

.62mile Swim – 17.5 Mile Bike – 3.2 Mile Run 2300 female entrants (Race is closed to new entries)

Centennial Park Columbia, MD

Race Day Attendance: 5500 people

Expo & Mandatory Participant Packet Pick-up at Sheraton Columbia Town Center

Friday August 17 - 2pm to 7pm and Saturday August 18- 10am to 7pm

Expo Attendance: 3000 people

Assisted Living Well ChesapeakeMan Endurance Festival- Saturday September 29, 2012

ChesapeakeMan Ultra Triathlon 2.4 Mile Swim – 112 Mile Bike – 26.2 Mile Run

Aqua Velo 2.4 Mile Swim -112 Mile Bike

Skipjack Triathlon 1.2 Mile Swim – 64 Mile Bike – 10 Mile Run

Bugeye Sprint Triathlon .45 Mile Swim – 15 Mile Bike – 3.2 Mile Run

Endurance Festival limited to 1000 entries

Race start - Great Marsh Park Cambridge, MD

Race Day Attendance: 2000 people

Expo & Mandatory Participant Packet Pick-up Hyatt Resort and Spa

Thursday September 27 - 2pm to 7pm & Friday September 28 - 11am to 8pm

Expo Attendance: 1000 people



2012 Fees for Packet Pick-up Expo Space, and Race Day Finish Line Area Space

Event	Expo 10x10	Expo 10x20	Expo 10x30	Expo 10x40	Expo 20x20	Expo 20x30	Race Day 10x10
IG Half Marathon	\$500	\$1000	\$1500	\$2000	NA	NA	\$300
Columbia Tri	\$500	\$1000	\$1500	\$2000	NA	NA	\$300
EagleMan	\$550	\$1100	\$1650	NA	\$2150	\$3100	\$350
Celebrating Heroes	\$500	\$1000	\$1500	\$2000	NA	NA	\$300
Kidz Tri	NA	NA	NA	NA	NA	NA	\$200
Iron Girl	\$600	\$1200	\$1800	\$2400	NA	NA	\$400
ChesapeakeMan	\$200	\$400	\$600	NA	\$800	\$1200	\$100

Discounts for exhibiting at multiple events:

Two events= 5%; Three events= 10%; Four or more events= 15%.

Race Day Exhibit Space larger than 10x10 will be considered and priced based on the specifics of the request and the particular race.

Tables and Chairs: The fee includes one six foot table and one chair per 100 square feet of space.

Additional Space: Hallway space inside the exhibition venue, and outdoor space on the grounds of the exhibition venue, will be considered and priced based on the specifics of the request and the particular venue.

Tent Rental: A 10x10 pop-up tent is \$125.

Race Packet Insertion Program: For a fee of \$150 per item, we will insert your literature, coupon or product sample into each event participant's information packet or goodie bag. Multiple event insertions will be discounted the same as exhibition discounts above.



Reservation Request Form

Company Name: _____

Event	Expo Space Size per event (10x10, 10x20, etc.)	Race Day 10x10 Space (yes or leave blank)
Iron Girl Half Marathon		
Columbia Triathlon		
Ironman 70.3 EagleMan		
Celebrating Heroes Triathlon		
Kidz Tri		
Iron Girl Columbia Triathlon		
ChesapeakeMan Endurance Festival		

Contact Person: _____

Email: _____

Mailing Address: _____

City _____ State _____ Zip _____

Telephone # _____ Fax # _____

Please fill out completely and return by February 29, 2012. Submission of this form does not guarantee space. Requests are considered in the following order: sponsor requests, prior vendors, new vendors.

Do not send payment with this form. If reservation is approved you will receive an invoice for the first event fee, and it will be due upon receipt. Subsequent event fees will be invoiced 60 days prior to the event, and will be due on receipt. Multiple event discounts will be deducted from the invoice for the last event.

Fax to: 888-849-4904 Email to: chip@tricolumbia.org or Mail to:

Columbia Triathlon Association
 Attn. Chip McAuliffe
 9130-G Red Branch Rd.
 Columbia, MD 21045

Phone: 443-851-5599