

Friends of Áine 5th Annual **KID'S TRY-ATHLON**



SWIM



BIKE



RUN

SPONSORSHIP OPPORTUNITIES

Benefits of Sponsorship:

- Only event of its kind in the area
- Promotes kids' health and wellness
- Low registration fees attract a broad demographic allowing for continual growth
- All proceeds go to charity, Friends of Áine is a 501(c)3 non-profit organization
- Become a sponsor today: www.friendsofaine.com

In Áine's memory to help grieving children



www.friendsofaine.com • facebook.com/friendsofaine

Friends of Áine 5th Annual
KID'S TRY-ATHLON
Sunday, August 13, 2017 • Bedford, NH

About the Try-athlon

- Event designed specifically for children aged 4-15.
- Ages 4-10 will swim 25 yards, run 1/2 mile and bike 1 mile
- Ages 11-15 will swim 50 yards, run 1 mile and bike 2 miles
- Music, concessions, raffle prizes, face painting and other fun family events held in finish area
- All participants receive a race bag, performance T-shirt, bib number and timing bracelet
- Official race times recorded by Millenium Running
- Aside from police and EMTs on site for safety, entire event is planned and run by volunteers
- Great community event with tremendous growth potential



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Sponsorship Opportunities

Official Race Photo Sponsor

Branding of your logo/name with watermarks and download codes. The social networking impressions of this sponsorship are almost beyond measurable!

Video Sponsor

Overlay of your logo onto the finisher video. A 15 second video clip is emailed to the participant that shows them 15 seconds before they cross the finish.

Bib Number Sponsor

Your logo is printed on each participant's bib number which is seen by participants and spectators and captured forever in photos.

Results sponsor

Be part of the post race experience and congratulate the racers! Your logo will appear on the follow up email sent to each participant.

Certificate sponsor

Your logo on racer certificates available for each racer to download and print.

Finish Line Arch Sponsor (2)

Course Side (1) – Seen by participants and spectators

Media Side (1) – Seen by photographers and media for countless impressions.

Event Table Sponsor

Your company may have a table at the event to provide information and connect with hundreds of potential customers.

Barricade sponsor

Barricade photo & pendant signs will be seen by runners, spectators and media alike!

Race T-shirt Sponsor

Your logo is printed on the T-shirt. Runners collect and wear their shirt as a badge of honor for years!



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Sponsorship Opportunities

Level		Logo on website	Logo on FB	Logo on race shirt	PA mention during event	Promo item in race bag	Barricade sign	PLUS...
Photo Sponsor	\$4000	X	X	X	X	X	X	A photo of every racer with your logo on it available for download
Video Sponsor	\$3000	X	X	X	X	X	X	overlay of your logo onto a video clip emailed to the participant that shows them 15 seconds before they cross the finish.
Bib Sponsor	\$2500	X	X	X	X	X	X	Your logo on all racers' bibs
Results Sponsor	\$1500	X	X	X	X	X	X	Your logo on follow up email to all racers
Certificate Sponsor	\$1500	X	X	X	X	X	X	Your logo on racer certificates available for each racer to download and print
Finish Arch (media side)	\$1500	X	X	X	X	X	X	Your logo on the finish line archway visible by media and photographers
Finish Arch (course side)	\$1300	X	X	X	X	X	X	Your logo on the finish line archway visible by participants and spectators
Sponsor Table	\$1000	X	X	X	X	X	X	Your company has a table at the event under the big tent in the finish line area
Barricade Sign	\$750	X	X	X	X	X	X	Your logo on a sign along the course barricades
T-Shirt Logo	\$500	X	X	X				Your logo on the racers' shirts
Logo/link on website	\$300	X						Your logo and link on our website

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Testimonials

"When a child has experienced a significant loss, the child's future literally hangs in the balance. Timely and appropriate intervention greatly improves the chances of a happy and productive life, not only for the child but for the whole family. At the end of the day, HHHC's Bereavement Programming is strengthening the whole community. We are deeply grateful to the Friends of Aine Foundation and the Phillips Family for so generously supporting this critical work."

–John Getts, Chief Executive Officer, Home Health & Hospice Care

"What an amazing event! I hope it was as successful as you had hoped and that you will continue to have the Try-athlon year after year. Such a great event for kids to be involved in. God bless your angel Aine. Thank you for giving our kids the experience of the Try-athlon!"

–Holly Feil, Parent

"Thanks for putting on a great event today. We had 3 boys participate and they can't stop talking about it. I am attaching a picture of our middle son. As he crossed the finish line he jumped up and tapped the banner. It was a moment of pure joy and a testament to your event. We can't wait until next year."

–Joe Bator, Parent

"Thanks for a great event on Sunday. Such a good cause with the added benefit of making the kids feel like athletes and reinforcing healthy lifestyles."

–Shawn Pate, Parent

"All I can say is WOW!!! The kids try-athlon in honor of Aine was truly amazing. I have done a lot of races as an adult and the girls have each done a few kids tri's and this one was just incredible. The registration was easy, the t-shirts and goody bags are the best I've ever seen at a kid's race, the organization was excellent, great course, ample volunteers to answer questions and guide us in the right direction, generous prizes for the winners, and all for a cause that means so much. I could go on and on.

– Jen Wagner, Parent



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Áine's Story

Áine was only eight years old when she suddenly died on August 10, 2010 from an undiagnosed rare disease called Pulmonary Veno Occlusive Disease (PVOD). Bella was only five and a half years old when she lost her beloved big sister. Since that day, she has never felt like other kids. She thought that none of her friends understood her loss and what it was like living moment to moment, day by day with this terrible sadness. We realized that Bella needed help and that support is critical for grieving children.

We discovered along this cruel journey that while there are ongoing support groups for bereaved parents, there are few for the grieving children.

Thankfully we found the Good Grief bereavement program for children at Home Health & Hospice. Being with other grieving children was very helpful and she was able to feel understood and comforted. Unfortunately, this wonderful program only ran for a few weeks twice a year due to lack of funds.

Thus, Friends of Áine was established to raise funds to build centers of support, safety and compassion for the children who feel alone because their brother or sister or mother or father died too soon. These kids need a place to be with others like them that they can relate with and build long lasting relationships. Otherwise, they will never feel safe, they will never fit in and they will always feel alone. We need to help. Áine would want us to help. Now you can help, too.

To date, Friends of Áine has raised over \$75,000.00 through the Friends of Áine Kid's Try-athlon. These proceeds have enabled the Good Grief program to expand and is now able to offer more meeting times and activities for grieving children. Our goal is to establish a center for grieving children in Áine's name.

The Friends of Áine 5th Annual Kids Try-athlon will be held on Sunday, August 13, 2017 in Bedford New Hampshire. Please feel free to contact us: info@friendsofaine.com or 603-305-3205.

We are so grateful for your support!

