

The Third Annual



Sleepy Hollow Sprint Triathlon

Presented By:
Sleepy Hollow Physical Therapy

What: The 3rd Annual Sleepy Hollow Sprint Triathlon is a half-mile swim in the Hudson River commencing at Kingsland Point Park in Sleepy Hollow, a 10-mile bike ride and a 3-mile run along the Hudson River and through legendary Sleepy Hollow. Over 400 individuals and teams will participate in the 3rd Annual Sleepy Hollow Sprint Triathlon. We expect an audience of over 1,500 to attend the daylong event in the park. The event is expected to sell out!

In 2011 The Leukemia & Lymphoma Society is adding The Sleepy Hollow Sprint Triathlon to its Team in Training (TNT) program, making it the first local sprint triathlon to ever be included in its nationally acclaimed endurance sports training program.

Why: Raise funds for the ongoing work of The Leukemia & Lymphoma Society. This is a great opportunity to join our Hudson River community for a worthwhile cause.

When: Sunday June 12, 2011

Where: Check-In at Kingsland Point Park Sleepy Hollow, NY

Benefiting: The mission of The Leukemia & Lymphoma Society is to cure leukemia, lymphoma, Hodgkin's disease and myeloma and to improve the quality of life of patients and their families. The Society funds research, patient services, educational programs, and advocacy efforts. The Leukemia & Lymphoma Society offers a comprehensive array of services to patients touched by blood cancers. A diagnosis of Leukemia & Lymphoma brings many challenges and the society is committed to providing support and guidance to patients and families. The proceeds from The Sleepy Hollow Sprint Triathlon will fund services that provide up to the minute information to patients and their caregivers; a smooth transition from treatment back to school; peer support and family support groups; and patient financial aid. The Leukemia & Lymphoma Society is proud to be one of the most efficiently managed non-profits in the country with 76 cents of every dollar spent directly on mission-related activities. Since 1954, the Society has awarded \$750 million in research grants.



2011 Sleepy Hollow Sprint Triathlon Sponsorship Opportunities

THE HORSEMAN SPONSOR

\$5,000

- Your company logo featured on the Sleepy Hollow Sprint Triathlon's 1,000 brochures and 300 posters and banners throughout Sleepy Hollow
- Company logo featured on event t-shirts, athlete bibs, athlete wristbands, etc.
- The opportunity to put promotional material in the athlete bags
- Product sampling/promotional table available at the event
- Recognition and hyperlink on Sleepy Hollow Sprint Triathlon's website (www.sleepyhollowsprint.com)
- Company/donor name on all pledge forms for Team in Training (distribution over 10,000)
- Company/donor name on all TNT Point-of-Purchase brochures (distribution over 23,500)
- Company/donor name on TNT shirts (at least 275/year)

THE LIGHTHOUSE SPONSOR

\$2,500

- Your company logo featured on the Sleepy Hollow Sprint Triathlon's 1,000 brochures and 300 posters
- Company logo featured on Sleepy Hollow Sprint Triathlon's t-shirt
- Product sampling/promotional table available at the event
- Recognition and hyperlink on Sleepy Hollow Sprint Triathlon's website (www.sleepyhollowsprint.com)
- Company name on all pledge forms for Team in Training (distribution over 10,000)
- Company name on TNT shirts (at least 275 per year)

THE KINGSLAND POINT PARK SPONSOR

\$1,000

- Company logo listed on Sleepy Hollow Sprint Triathlon's t-shirt
- Product sampling/promotional table available at the event
- Recognition and hyperlink on Sleepy Hollow Sprint Triathlon's website (www.sleepyhollowsprint.com)
- Company name on TNT shirts (at least 275 per year)

THE LEGEND SPONSOR

\$750

- Recognition and hyperlink on Sleepy Hollow Sprint Triathlon's website (www.sleepyhollowsprint.com)
- Product sampling/promotional table available at the event
- The opportunity to display signage and banners at event

THE RIVERFRONT SPONSOR

\$300

- Company logo listed on two 12" x 24" signs at the event

THE BUOY SPONSOR

\$200

- Company logo listed on a 12" x 24" sign at the event

___ Yes, I am proud to sponsor The Sleepy Hollow Sprint Triathlon

- The Horseman Sponsor.....\$5,000
- The Lighthouse Sponsor\$2,500
- The Kingsland Point Park Sponsor.....\$1,000
- The Legend Sponsor.....\$750
- The Riverfront Sponsor.....\$300
- The Buoy Sponsor.....\$200
- We would like to make an in-kind donation

Estimated # of Participants: 400 Estimated Audience: 1500

I will donate _____ (#items) _____ (describe item)

\$ _____ (Value of items)

- I am interested in participating as a tri-athlete, kayaker or volunteer! Please contact me with more information.
- We are unable to participate but please accept the enclosed tax-deductible contribution \$_____.
- We will place brochures in break rooms, cafeterias, and/or promote the event in our email, internet and/or company newsletter.

Please make checks payable to **SLEEPY HOLLOW SPRINT TRIATHLON**

Contact Name: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Please return this completed form & e-mail artwork (jpeg or tiff format) to:

SLEEPY HOLLOW PHYSICAL THERAPY

Attn: Veronica Skrelja

24 Saw Mill River Road Suite 204 Hawthorne, NY 10532

Telephone: (914) 631-6969 Fax: (914) 631-0943

Email: Veronica@sleepyhollowpt.com

www.sleepyhollowsprint.com