

TEAM KONA

3 ATHLETES : 1 GOAL : IRONMAN HAWAII 2010



Richard Hobson



Stuart Anderson



Jenny Gowans

At a glance

A unique opportunity to sponsor three top amateur athletes on their journey to compete in the most highly-prized triathlon event in the world – The Ironman World Championships in Kona, Hawaii. Every year, tens of thousands of triathletes try to earn the right to race at the World Championships - only 1,800 succeed. These three athletes will not just take part but will be racing for the podium at one of the biggest challenges the sports world has to offer – 2.4 miles of swimming, 112 miles of biking, and a 26.2-mile marathon run – in tough ocean waves, oppressive heat and challenging lava-covered terrain.

Market profile

Triathletes are active, affluent professionals who take a discerning approach to their lifestyle choices. Triathlon attracts individuals with focus and a drive to succeed and this is reflected in the unique demographic:

- 71% have a combined household income of over £60,000
- 79% of competing athletes are over 25; 68% are aged 25-45 years
- A very small number of athletes compete at a high performance level - the remainder aspire to improve and spend a vast amount of time trying to do so
- Currently there are over 250,000 triathletes in the UK
- Triathlon is the fastest growing Sport in UK (Guardian May 2009)

Team overview

Team Kona is made up of three high-performing athletes, all with unrivalled visibility and exposure amongst amateur triathletes. They are respected for their performances and drive and interact with triathletes of all levels through coaching, training and mentoring.

All three athletes generate a consistent amount of media coverage throughout the year. This ranges from a regular blog on the Daily Telegraph website through to articles in specialist press such as Tri247 or 220 triathlon magazine.

What the team can offer you

- Your brand built in to the team identity – Team ****
- Run of site exposure on team website plus branding on Richard's website (www.triliving.co.uk) and Stuart's blog (<http://stuartanderson.blogspot.com/>)
- Domain name for website will be purchased to reflect team name
- Full branding of all race kit
- In the run up to the event, athletes will train in team branded kit
- Photo diary and video diary provisionally agreed with 220 triathlon magazine (Circulation 21,210; ABC Jan-Dec 2009)
- Regular Kona diary on Tri247 (70,000 unique users)
- Pre-race and post-race coverage in Triathletes World (Circulation 13,062; ABC Jan-Dec 2009)
- Addition of logo on Triliving and Stuart's websites
- Branding of four Richard Hobson triathlon camps in 2010/2011
- Email blast to Triliving athletes and top London triathlon clubs
- Motivational speaking
- Corporate coaching sessions
- Mass training events lead by team



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