



TriChic.Com

World's most comprehensive site dedicated to female triathletes.

2008 Sponsorship Program

January 1, 2008

We are excited to present the official **TriChic 2008 Sponsorship Program**. TriChic is currently looking for dynamic organizations that want to support the fastest growing population of female triathletes!

TriChic was started by Sonoma County, California-based, age-group (35-39) triathlete **Brenda Gilchrist** in January of 2004. TriChic is dedicated to promoting the sport of triathlon and making it accessible to all women. TriChic is a company dedicated to female triathletes of all levels, from newbie to elite. Our team, **Team TriChic**, is an internationally recognized team for female age groupers. As of today, we have **over 400 team members from all over the U.S., Canada and a few other countries**. In addition to our Team, we have over **6,000 mailing list subscribers and over 2500 visits to our website per month (an average of 84 per day)**.

Objectives

To obtain meaningful sponsorship partners that provide value to TriChic Team members.

The Investment

The TriChic Annual Sponsorship program is \$1200 or an equal trade in lieu.

Sponsorship Benefits: TriChic Sponsorship Benefits include the following:

- Sponsor Logo and link on the TriChic.com home page "[Friends and Sponsors](#)"
- [Press Release](#) Announcement and link on the TriChic Press Release page;
- Special Team Discount Code placed on the Team Discount Page (optional);
- Retail link to the [TriChic Mall](#);
- Marketing material in all our Welcome kits and distributed at all TriChic Events
- Standing link on the TriChic quarterly eNews letter;
- 3 promotions per year via the TriChic eNews letter to over 6,000 athletes;
- Promotions through giveaways; at events and/or online.

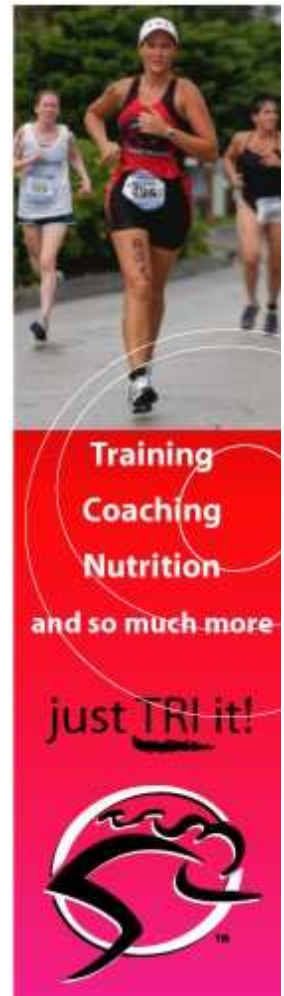
Target Market

This sponsorship program is aimed at female triathletes. Our average member lives in the East or West of the United States, is between the ages of 30-35 and has been competing in triathlons for 2-3 years. It's also been proven that women are the biggest market share of triathlon related purchases. Based on the above facts, TriChic is a perfect match for your target market. **Sponsoring TriChic is a very cost-effective marketing strategy to target market directly to female triathletes.** In addition, our team members are loyal to the retailers that we endorse since we only endorse products that we believe in.

We look forward to your response to our program and look forward to working with you in 2008! In the meantime, don't hesitate to contact TriChic with any questions and/or to discuss ideas. We are very open to creating a sponsorship program that will meet your marketing goals for 2008.

Regards,

Brenda Gilchrist, President



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