



EVENTS AND FACILITIES MANAGEMENT

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ABOUT THE TOBAGO TRIATHLON HUMMINGBIRD CUP

- New event on race calendar
- Multisport event (swim, ride, run)
- Professional, amateur, first timers, local community
- Sport Tourism Hub



EVENT OBJECTIVES

- Attract professional triathletes to the Caribbean.
- Provide an additional race on the local roster for athletes to participate in.
- Highlight Tobago as a hub for sport tourism and further develop the island.
- Showcase the rich culture and resources on the island.
- Give back to the community through various outreach activities.
- Develop and elevate sport in the country.



TARGET AUDIENCE AND MARKETING TOOLS

Amateur and professional triathletes (local, national, international), first-time participants, the running community, corporate teams for the relay, fans, families and the local community.

- Event Launch
- Social Media Pages & Campaign
- Website
- Email Marketing
- Radio Announcements
- Activations at other Sporting Events
- Pop-up Market & Sports Fair

CAMPAIGNS





POP-UP MARKET & SPORTS FAIR

Booth allocation and Workshop categories:

- Sports equipment and apparel
- Nutrition and health supplements
- Local craft and merchandise
- Healthy food and beverages
- Interactive Zones
- Sports nutrition and hydration
- Community fitness

Sports Fair Tier Sponsorship Benefits:

- Platinum - Prominent branding, logo placement, premium booth display
- Gold - Booth space, logo on schedule/map, digital promotion
- Silver- Basic booth and logo in program
- Community Partnerships offered in discounted rates as to support activations for local businesses.



STREAMS OF REVENUE AND BUDGET

- Corporate sponsorships
- Participant entry fee
- Rental from pop-up vendors
- Merchandise sales

ITEM	COST USD
Facility rental	2200
Working team stipend	7400
Awards/Prizes/Trophies	4400
Police	2200
Public liability Insurance	1500
Photography & Videography	1200
Infrastructure	3700
Ambulance & medics	515
Water Coolers	294
T-shirts	3700
Life-Guards	735
Pop-Up & Sports Fair	3700
Athletes Package	5500
DJ/Music	515
Announcer	400
Sound System Equipment including: PA Sys	750
Signage & Branding	2900
Hotel	10000
Marketing & App	3700
Triathlon Federation	400
Flight & ground transport	1500
Contingency	6700
TOTAL	63909



SPONSORSHIP ENTITLEMENTS

SPONSOR ENTITLEMENTS	PLATINUM TITLE SPONSOR \$30K	GOLD \$20K	SILVER \$10K	BRONZE \$5K	PARTNERS
Tournament title & naming rights	✓				
Branding on all marketing platforms	✓	✓	✓	✓	✓
Branding on official t-shirt for athletes and working team	✓				
Activation at 5k events and on race site	✓	✓	✓		
Company profile on website	✓	✓	✓	✓	
Merchandise sales opportunity	✓	✓	✓	✓	
Hospitality tent on race day	✓				
Access to customer data for lead generation	✓				
Product & service sales on race site	✓	✓			✓
Branding placement in venue	✓	✓	✓		
Branding on prize giveaway backdrop	✓	✓	✓	✓	
Merchandise giveaway in race package	✓	✓	✓	✓	✓



Having your brand associated with this event will be mutually beneficial. Let's chat further to discuss the details.