

June Lake Triathlon



Photo: Jimmy Barnes

9th Annual



July 10-11, 2015

*California's Highest Triathlon
The Toughest Race in the
Most Beautiful Place*

SPONSORSHIP & Partnership Opportunities



Photo credit: Lesley Allen Photo



Photo credit: Lesley Allen Photo

The June Lake Triathlon:

2015 marks the Ninth Annual June Lake Triathlon in June Lake, California. Originally started in the 1980s, the triathlon has a history of professionalism and mountain soul.

At 7,600 feet above sea level, June Lake, "the Switzerland of the Sierra", sits in a spectacular lake basin at the base of Carson Peak in the Eastern Sierra Nevada. This year's event is limited to 500 lucky competitors, and approximately 1,500 fans, spectators and volunteers.



Sponsorship

Title Sponsor	\$20,000
Presenting Sponsor	\$10,000
Ironman Sponsor	\$5,000
Half-Ironman Sponsors	\$2,500
Olympic Sponsor	\$1,000
Sprint Sponsor	\$500

All race proceeds are tax deductible and benefit the



High Sierra Triathlon Club, a 501(c)3 non-profit organization.

The Club mission is to encourage anyone and everyone to try the sport, and provide support to already established triathletes. We organize competitive events including the June Lake Triathlon and Graniteman Challenge to encourage a healthy and active community. The Club provides structured workouts for all members, opportunities for training and meeting training partners, and hosts a fun, social atmosphere where everyone, regardless of abilities, feels welcome.

Description of Sponsorship Benefits

JLT SPONSOR BENEFITS													
SPONSOR LEVEL	DOLLAR AMOUNT	IN KIND VALUE	ON RACE & STAFF SHIRT	ON WEBSITE	ON PRINT ADVERTISEMENTS	SPONSOR RECOGNITION	NEWS-LETTER	FACEBOOK	LOGO EXPOSURE	PRODUCT PLACEMENT	BOOTH	ANNOUNCED AT RACE	ENTRIES
TITLE	20,000	40,000	Logo on Race Name on Tshirt Front	logo on home-page & sponsors page	race poster, postcards and all print ads	Race sponsor banner window display & name on racer bracelet	Every blast with logo	2 posts per month promoting sponsor	Banner @ welcome dinner, finish, awards & transition. Logo on event sign.	Inside Racer Goody Bags	Finish Line Tent, Welcome Dinner Tent & 2 Expo Booths (20x20) each	Every 30-minutes	6 individuals or 3 relays
PRESENTING	10,000	20,000	Logo on Sleeve	logo on home-page & sponsors page	race poster, postcards and all print ads	Race sponsor banner window display	Every blast (smaller than title)	1 post per month promoting sponsor	Banner @ welcome dinner & transition. Logo on event sign.	Inside Racer Goody Bags	Welcome Dinner Tent & Expo Booth (20x20),	Every hour	4 Individual or 2 Relay
IRONMAN	5,000	10,000	Name on Tshirt Back (Larger Size)	logo on sponsors page	race poster	Race sponsor banner window display	2 blasts announcing sponsor	1 post bimonthly promoting sponsor	Banner on course & at transition. Logo on event sign.	Inside Racer Goody Bags (Product Only)	Expo Booth (20x20)	5 times	3 Individual or 1 Relay
HALF-IRONMAN	2,500	5,000	Name on Tshirt Back (Medium-Large Size)	logo on sponsors page		Race sponsor banner window display	2 blasts announcing sponsor	1 post every 3 months promoting sponsor	Banner on course & at transition. Logo on event sign.	On Racer Packet Pick Up table	Expo Booth (20x10)	4 times	2 Individual or 1 relay
OLYMPIC	1,000	2,000	Name on Tshirt Back (Medium Size)	logo on sponsors page		Race sponsor banner window display	1 blast announcing sponsor	1 post quarterly announcing & linking sponsor	Banner at transition. Logo on event sign.	On Racer Packet Pick Up table	Expo Booth (20X10)	3 times	1 Individual
SPRINT	500	1,000	Name on Tshirt Back (Smallest)	logo on sponsors page		Race sponsor banner window display		1 post announcing sponsor	Banner at Expo Booth. Logo on event sign.	At Expo Booth	Expo Booth (10x10)	2 times	
EXPO BOOTH VENDOR	100	200		Company listed in Athlete Info Packet			1 blast linking expo booths	1 post linking to expo info	Banner at Expo Booth	At Expo Booth	Expo Booth (10x10)	1 time	



2014 Demographics



The June Lake Triathlon is a USA Triathlon Sanctioned Event. The fan base for the June Lake Triathlon has grown over the past seven years to not only capture athletes from Southern California, Reno, Tahoe, Las Vegas and the San Francisco Bay Area, but from all over the United States, with international athletes coming from Germany, Canada and Mexico.

Number of Athletes	500 participants
Number of Spectators	1854
Average household income	\$75,000
Female	47%
Male	53%
Age Range	6 years to 73 years
Median Age	39
Athletes Place of Residence	Eastern Sierra Resident 29%
Visitor	71%

Lodging Information

Lodging Stay

- 24% lived here and were staying in their home
- 0% were staying in lodging for 1 night
- 31% were staying in lodging for 2 nights
- 17% were staying in lodging for 3 nights
- 5% were staying in lodging for 4 nights
- 3% were staying in lodging for 5 nights
- 3% were staying in lodging for 6 nights
- 3% were staying for one week
- 2% were staying 10 days
- 2% were staying for two weeks
- .1% was staying for three weeks
- .1% was staying for one month
- 1% was staying for two months plus



Lodging Location

- 28% stayed in June Lake camping
- 19% stayed in June Lake condo, motel, hotel, resort or rental home
- 3% stayed in June Lake home of friends/family
- 2% stayed in June Lake at their own home
- 2% stayed in Mammoth Lakes camping
- 13% stayed in Mammoth Lakes condo, motel, hotel, resort or rental home
- 6% stayed in Mammoth Lakes home of friends/family
- 13% stayed in Mammoth Lakes at their own home
- 8% stated "other" for lodging
- 6% stayed in another community along the Eastern Sierra/ 395 Corridor

Room Nights Generated – 1,564

Seeing steady growth since 1999 with a membership of 19,060, USA Triathlon closed 2012 with 170,881 annual members. Additionally, 326,732 single-event memberships were purchased in 2010.



Media



Editor's Pick June Lake Triathlon Among Nation's Best Triathlons



June Lake Triathlon Named an All-Time Favorite



June Lake Triathlon Chosen as Nation's Top Destination Race



June Lake Triathlon called a local gem of a race



June Lake Triathlon Goes Green with Solar



Hammer Nutrition's Amateur Endurance Race Coverage

This article appeared in Hammer Nutrition's website newsletter. "Kristin Stilton celebrates her 2nd place age group victory at the June Lake Triathlon (at 7600' elevation)." Photo -Mike Stilton Endurance News



Olympian Dan Browne wins June Lake Triathlon

"Competing in the June Lake Triathlon has been the greatest thing I've done since the 2004 Olympics. The beauty and challenge of this course is like a dream!"
-Dan Browne, Olympian in Distance Running & Winner of the 2010 June Lake Triathlon Sprint

Marketing

TOURISM COMMISSIONS

The following partners are providing support to the June Lake Triathlon after identifying the competition as a key draw for tourists and their families.



INSTITUTIONAL PARTNERS

Specifically identified logistical support, together with operational funds, and special rate packages for accommodations and visitor activities have been designed by the Resort Partners listed.



NON PROFIT/SOCIAL ORGANIZATIONS

The listed nonprofit and social organizations support the exposure and success of the June Lake Triathlon through their community funds and volunteer participants.



TRI CLUB



2014 MAJOR SPONSORS



ENDURANCE FUELS & SUPPLEMENTS



The High Sierra: where the Olympians train...



Olympic Runners Meb Keflezighi and Deena Kastor have made Mammoth their home and the Eastern Sierra their training ground.

An Olympic Sport, Triathlon continues to grow in athlete and fan participation. The June Lake Triathlon stands out as unique among other triathlons as it is based in the High Sierra, a high altitude training Mecca for world-class athletes such as Ironman Chris Lieto, and Olympians Meb Keflezighi, Deena Kastor, Kelly Clark, and Stacey Cook.

In 2014, Meb won the Boston Marathon, following his 2009 win of the New York City Marathon. Also, in 2009, Chris Lieto placed 2nd in the world at the Ford Hawaii Ironman World Championships. At the 2012 London Summer Keflezighi placed 4th in the world after winning a Silver Medal in the 2004 Athens Summer Olympics Marathon, where Kastor won a Bronze Medal. In the 2002 Winter Olympics, Clark won a Gold Medal in Half-Pipe Snowboarding and in 2010 brought home a Bronze Medal in the same event. Kelly Clark repeated her Olympic Medal score in 2014 bringing home another Bronze.

These Olympians embrace the Eastern Sierra's high elevation challenges to prime for their success around the globe.



Discovering one of the best training scenes in the entire world!

COMMITMENT to CONSERVATION

June Lake Triathlon treasures the environment in which we live. The race is powered exclusively by solar energy in partnership with High Point Solar. We are also committed to reducing waste and use only reusable, recycled, compostable and non-toxic materials. We purchase products made in the U.S., Canada or Fairtrade Certified products manufactured abroad.

Please join us in our commitment to a responsible event.



Kaiden Lieto, Chris' son races the Kids Mini Tri at the June Lake Triathlon

Top secret training...



[facebook.com/chrislieto](https://www.facebook.com/chrislieto)



June Lake Triathlon:

Triathletes choose from three courses:

Half-Ironman Distance Triathlon:

2k Lake Swim / 90k Road Bike / 21k Trail Run

Olympic Distance Triathlon:

1.5k Lake Swim / 40k Road Bike / 10k Trail Run

Sprint Distance Triathlon:

0.5k Lake Swim / 13k Road Bike / 3.5k Trail Run

Kids Distance Triathlon:

0.1k Lake Swim / 5k Road Bike / .62k Trail Run

All distances have an adaptive athlete division.



Event Schedule

Friday, July 10th

**RACE EXPO & PACKET PICK UP at
June Mountain Ski Area**

10:00am-4:00pm

Race Expo

10:00am-6:00pm

Packet Pick Up

3:00pm

Race Course Previews

Saturday, July 11th **RACE DAY!**

June Lake Swim Beach

7:00am

Competitions Begin

7:00am - 4:00pm

June Lake Beachside Expo Festival



The High Sierra Triathlon Club hosts

High Altitude Triathlon Training Camps in Mammoth Lakes and June Lake for all triathletes as well as Lake Tahoe Camps in Tahoe to prep racers for the ironman distance.

June Lake Triathlon Camp: May 25 - July 2, 2015

High Altitude Triathlon Camp: June 5-7, 2015

Tahoe Altitude Triathlon Camp: August 7-9, 2015



Getting to June & Mammoth Lakes

Is easy and scenic whether by driving or flying. Bring the family and enjoy a few extra days in the recreational wonderland of the Eastern Sierra. Add in a visit to Devil's Postpile, Mono Lake, Bodie and Yosemite National Park.

DRIVING

From Southern or Northern California, June Lake and nearby Mammoth Lakes are a four to six hour drive on major highways, and a two to three hour motor from the Reno-Lake Tahoe area. Highway 395 travels through beautiful country of high desert and towering mountains. Small towns dot the way.

FLYING

Year around air service to Mammoth Airport began in 2010 and is very convenient for many travelers. Alaska Air flights serve 48 cities in the western US, with arrivals and departures twice a day to Mammoth.



*My most sincere congratulations for putting on one of the best races ever!!! I jumped in at the last minute when I realized my family would be visiting Mammoth last week and really wasn't sure what to expect. Well, the altitude was a lung buster, but what a terrific venue and course. Love,love, loveth the race shirt, the finisher medal, and the 2nd place AG prize I earned! Thanks for all of the above!
-C.A., California*



Contact

Alana Levin

June Lake Triathlon Race Director
High Sierra Triathlon Club
Executive Director

Phone: 760-717-0176

Email: Alana@HighSierraTri.org

Web: www.HighSierraTri.org

P.O. Box 8272

Mammoth Lakes, CA 93546



Special thanks for photos submitted by
Lesley Allen Photo
Susan Morning
Jimmy Barnes
Pamela Stayden
Disable Sports Eastern Sierra

JUNE LAKE TRIATHLON STAFF



RACE ANNOUNCER
Whit Raymond
WhitRaymond.com



RACE SET UP
Seven Seas Industries
SevenSeasInd.com

Big Sky Endurance Sports Timing & Events



Big Sky Endurance Sports
Timing & Events
BigSkyEnduranceSports.com



RACE POWER
High Point Solar
HighPoint-Solar.com