

June Lake Triathlon



Photo: Christian Pondella

10th Annual



July 8-9, 2016

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

SPONSORSHIP & Partnership Opportunities



Photo: Christian Pondella



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The June Lake Triathlon:

2016 marks the 10th Annual June Lake Triathlon. The original race started in the 1980s, so the triathlon has a history of professional and mountain soul.

June Lake, California, “the Switzerland of the Sierra,” sits at 7,600 feet above sea level, making this event California’s Highest Triathlon.

Set in a spectacular lakes basin at the base of Carson Peak in the High Sierra Nevada, this year’s event is limited to 500 lucky competitors, 1500 fans & spectators and 200 volunteers.



Sponsorship

Title Sponsor	\$20,000
Presenting Sponsor	\$10,000
Ironman Sponsor	\$5,000
Half-Ironman Sponsor	\$2,500
Olympic Sponsor	\$1,000
Sprint Sponsor	\$500
Expo Booth Vendor	\$100



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 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 meeting training partners, and hosts a fun, social atmosphere where everyone, regardless of abilities, feels welcome.

Description of Sponsorship Benefits

SPONSOR LEVEL	DOLLAR AMOUNT	IN KIND VALUE	LOGO EXPOSURE	FACEBOOK	PRODUCT PLACEMENT	BOOTH	ANNOUNCED AT RACE	ENTRIES
TITLE	20,000	40,000	Race Shirt Front Print Ads Website Newsletter Finish Line Awards Transition Staging	10 Times	Race Bags At Booth	Finish Line Tent Expo Booth (20x20)	10 Times	4 Individuals & 2 Relays
PRESENTING	10,000	20,000	Race Shirt Sleeve Print Ads Website Newsletter Transition Staging	6 Times	Race Bags At Booth	Expo Booth (20x20)	6 Times	2 Individual & 1 Relay
IRONMAN	5,000	10,000	Name on Race Shirt Back Website Newsletter Transition Staging	4 Times	Packet Pick Up Table At Booth	Expo Booth (20x20)	4 Times	1 Individual & 1 Relay
HALF-IRONMAN	2,500	5,000	Name on Race Shirt Back Website 1 Newsletter Transition Staging	3 Times	Packet Pick Up Table At Booth	Expo Booth (20x10)	3 Times	1 Individual or 1 Relay
OLYMPIC	1,000	2,000	Name on Race Shirt Back Website Transition Staging	2 Times	Packet Pick Up Table At Booth	Expo Booth (20x10)	2 Times	1 Individual
SPRINT	500	1,000	Name on Race Shirt Back Website Transition Staging	1 Time	At Booth	Expo Booth (10x10)	1 Time	
EXPO BOOTH VENDOR	100	200	Athlete Info Packet	1 Time	At Booth	Expo Booth (10x10)	1 Time	
RAFFLE PRIZE DONOR		100					1 Time	



2015 Demographics

USAT peaked in membership numbers at 510,859 in 2012 and still boasts 477,794 members today. The average annual income in 2014 of USAT members was \$126,00. [More Info on USAT click here.](#)

Similarly, the fan base for June Lake Triathlon has grown over the past 10 years to capture athletes from all of California, Nevada and across the United States, as well as spanning international boundaries into Canada, Mexico, Japan and Germany.

Number of Athletes Entered	558 participants
Number of Athletes Finished	518 participants
Number of Spectators	1897
Average household income	\$100,000
Female	46%
Male	54%
Age Range	6 years to 76 years
Median Age	39
Athletes Place of Residence	Eastern Sierra Resident 20%
	Visitor 80%



Lodging Information

Lodging Stay

24% lived here and were staying in their home
76% lodged in Mono & Inyo Counties

Participants stayed an average of 4 nights with a range of 1- 6 nights, 1-4 weeks or as long as 2 months.

Room Nights Generated: 1786

Economic Impact Generated

Mono County Tourism's Economic & Fiscal Impacts & Visitor Profile of Mono County Tourism in 2008 reported that each visitor spends \$54.24 daily in summer months. 2,370 visitors (558 racers plus 1,812 friends) produce a figure of \$128,560 daily spending. Each group visiting Mono County spends an average of \$567.51 per trip. Therefore, 558 groups spent approximately \$316,671.

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 Scenic Corridor

Marketing

TOURISM COMMISSIONS

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



INSTITUTIONAL SPONSORS

Logistical support, 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 non profit and social organizations support the exposure and success of the June Lake Triathlon through their community funds and volunteer participants.



2015 SPONSORS



Black Gold Asphalt

Sierra Paint & Drywall



2015 INDUSTRY SPONSORS



Media



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



Come and race what Triathlete Magazine calls one of it's "all-time favorite races."



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

The High Sierra: where the Olympians train...



Olympic Runners Meb Keflezighi and Deena Kastor have made Mammoth their home and the High 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 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. At the 2012 London Summer Olympics, 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.

Watch Olympians training session in Mammoth



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 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.



Top secret training...



facebook.com/chrislieto

June Lake Triathlon:

Triathletes choose from three courses:

Long Course Triathlon:

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

Long Course Aqua Velo:

2k Lake Swim / 90k Road Bike

Olympic Triathlon:

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

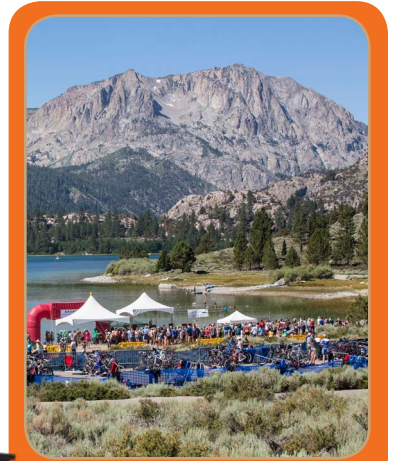
Sprint Triathlon:

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

Kids Triathlon:

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

Sprint and Kids distances have an adaptive athlete division.



Event Schedule

Friday, July 8th

**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 9th **RACE DAY!**

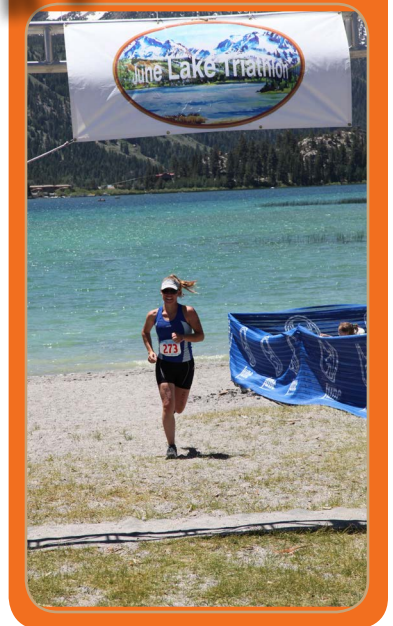
June Lake Swim Beach

7:00am

Competitions Begin

7:00am - 4:00pm

June Lake Beachside Expo Festival



The High Sierra Triathlon Club hosts

**High Altitude Triathlon Training Camps & Clinics
Mammoth Lakes, June Lake & Bishop, California**



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 each 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, love the race shirt, the finisher medal, and the 2nd place AG prize I earned! Thanks for all of the above!
-CA, California*



Contact

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Special thanks for photos submitted by

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JUNE LAKE TRIATHLON STAFF



RACE SET UP

Seven Seas Industries
SevenSeasInd.com

Big Sky Endurance Sports Timing & Events



Big Sky Endurance Sports
Timing & Events
BigSkyEnduranceSports.com



CAPTIVATING SPORTS PHOTOS
captivatingphotos.net



RACE POWER
High Point Solar
HighPoint-Solar.com