



# TRI-IT TRIATHLON SPONSOR ENGAGEMENT PACKAGE



*Gordon Dick*

**RACE DAY**  
**Sunday, June 14th 2026**  
**6:00am – 1:00pm**

Artwork by Gordon Dick

# Celebrate 25 Years of Building Confidence, Community, and a Love of Sport

Exceleration Triathlon and Multisport Club is **Canada's largest youth triathlon club** — a Vancouver-based non-profit helping kids swim, bike, and run toward their potential.

Our story began in 1999, when just 21 young athletes took part in our first community triathlon. Two years later, we became a registered non-profit to ensure every child, regardless of background or financial means, could access quality sport programming.

**Today, our club is a thriving community of young athletes training and competing year-round. Our annual Tri-it Triathlon is a highlight of the season — a fun, inclusive event that welcomed nearly 500 racers in 2025.**



At Exceleration, it's not just about racing; it's about building confidence, teamwork, and lifelong healthy habits. From our youngest participants learning fundamental movement skills to our older triathletes competing at regional and provincial levels, every program emphasizes respect, inclusion, and the true spirit of sport.

As we celebrate 25 years of inspiring youth and growing community, we invite you to join us. Your sponsorship helps keep sport accessible, inclusive, and fun — and ensures the next generation of athletes has every reason to believe in themselves.

## EXCELERATION'S TRI-IT-TRI

Every June, Exceleration hosts the Tri-it Triathlon — a fun, community-driven event held at Templeton Park Pool in East Vancouver. Sanctioned by Triathlon BC, it welcomes youth and junior athletes from across the region.

For older age groups, the Tri-it offers a chance to test fitness, improve times, and experience healthy competition. **New for 2026**, we're proud to introduce a **BC SuperSeries** qualifying race for our competitive youth athletes — an exciting next step for those chasing bigger goals.

For younger participants, the Tri-it is all about fun, confidence, and inclusion. Athletes under eight can race with a buddy — often one of our older club members — making for a supportive, mentorship-based experience. Every finisher earns a medal, a treat, and a round of cheers from fellow athletes, embodying the spirit of encouragement that makes our event so special.

## DEMOGRAPHICS

Exceleration's various programs primarily serve children and youth, ages 4 through 19. Although the majority of attendees in all programs/events reside in the local community of East Vancouver, individuals and their extended families are from all parts of Vancouver, as well as from other parts of the region including North Vancouver, Richmond, White Rock, Burnaby, and Maple Ridge, and beyond.

Triathletes and their families are an incredibly desirable demographic:



**Triathlon is a gender- inclusive sport.** In recent years, 48% of participants have identified as female and 52% as male. An increasing number of athletes are identifying as non-binary and the unique format of the sport allows for inclusive participation at amateur events.



|            |                |
|------------|----------------|
| 10%        | U20            |
| 15%        | 21 - 29        |
| <b>32%</b> | <b>30 - 39</b> |
| 30%        | 40 - 49        |
| 10%        | 50 - 59        |



**98% with a post secondary** education 54% of members hold advanced degrees



**\$149,000** average household income



### Psychographic profile:

- More likely to recommend brand or product
- More likely to enjoy outdoor activities
- More likely enjoy fitness pursuits
- More likely to keep informed of new products
- More likely to be early adopters of technology

## EVENT SUSTAINABILITY

Exceleration Triathlon strives to improve event sustainability through the incorporation of environmentally and socially responsible practices.



## PROJECTED PARTICIPANT NUMBERS

Our goal is to attract 500 athletes for in 2026. We built participation from 380 to 442 between 2019 and 2024 (with two years off for COVID), and are excited to continue that trajectory. In 2025 we broke our record, attracting 480 racers!

As a youth event, most athletes have family members cheering them on. Total event attendance is approximately 1,700 people.

## TWO DAYS OF RACE ACTIVITIES

### EVENT SCHEDULE

#### **Saturday, June 13, 2026 1:00 - 4:00pm**

Race Package pick-up, registration, bike checks, and course tours. Learn to Tri Clinic (by donation) so our newest participants know what to expect on race day.

#### **Sunday, June 14th 2025 6:00am – 1:00pm**

Our first heat of the day starts at 7:00am, and the event runs until approximately noon.

**We are VERY excited to introduce a BC SuperSeries Draft Legal Qualifying race for our Extreme Athletes in 2026.**

We finish Sunday with huge congratulations for all of our athletes and a Grand Prize Giveaway.

## RECONCILIATION THROUGH SPORT



We gratefully acknowledge the financial support of the Province of British Columbia through the BC Fairs, Festivals, and Events Recovery Fund grant. We used some of these funds to work with Gordon Dick a local Indigenous artist, to create a word mark for our race that can be used for years to come.

Additionally we have great cooperative and respectful relationships with Vancouver's Xpey' Elementary School and Seymour Elementary School through which we seek ways to support and collaborate with the local indigenous community. This involves our Splash'n'Dash program which trains in-school, and offers free participation in the Tri-it Triathlon for interested athletes.



# PARTNER WITH US

**As a sponsor or supplier you can assist in growing and delivering this family fun event.**

Join us in marking this 25-year milestone. Showcase your brand across event materials, digital platforms, and race-day activities; Connect directly with an active, engaged audience; and fuel impact through our successful youth programs, reconciliation initiatives, and sustainable practices.

## PRESENTING PARTNER EXCLUSIVE OPPORTUNITY

### RECOGNITION:

- Brand exposure below the race wordmark: "Exceleration Tri-it-Tri Presented by [your logo]"
- Premier logo placement at the finish line.
- Title placement of logo on athlete t-shirts
- Logo exposure and direct link on [excelerationtricloud.ca](http://excelerationtricloud.ca) for 1 year - footer placement throughout, and top-of-page placement on race registration & info pages (over 8k impressions in 2024-25)
- Logo exposure on all race communications.

**ALL partnerships include:** logo placement on Tri-it Tri registration pages (registration opens March 1); a rich-media profile on [excelerationtricloud.ca](http://excelerationtricloud.ca) shared on our social channels, on-site banner space, and PA announcements during event day. Contributions must be paid by May 1 for inclusion in t-shirt printing.

**\$10,000**

### OPPORTUNITIES:

- Three One-minute Mic Drops - share your brand story from the announcer booth.
- Offer swag and/or a voucher to all athletes and the greater Exceleration family community
- Offer branded finish line prizeing to athletes.
- Lots of photo ops - give out medals or volunteer around the event with your team (releases pending).
- Up to two 10' x 10' tents on the event grounds for Premier activation space as fits your brand, eg. a selfie-station!
- Social media promotion/giveaway for athletes who tag your business and post a photo of themselves at the finish line.

**ANY Partnership can be a three-year commitment for the races in 2026, 2027 and 2028. Multi-year Partners benefit from a 10% discounted annual commitment.**

## PACESETTER      \$5,000

### RECOGNITION

- Logo exposure and direct link on the event registration landing page
- Logo placement at finish line.
- Priority logo placement on athlete t-shirts.

### OPPORTUNITIES:

- Two One-minute Mic Drops - share your brand story from the announcer booth.
- Provide an on-site zone in your branded tent. e.g. The XYZ Hydration Station, Transition Zone by XYZ, etc. (first come first served).
- Offer swag and/or a voucher to all athletes and the greater Exceleration family community
- Offer branded finish line prizeing to athletes.

**\$2,500**

## GAME CHANGER

- A One-minute Mic Drop - share your brand story from the announcer booth.
- Logo exposure and direct link on the registration landing page and on athlete T-shirts
- Logo placement at finish line.
- Provide an on-site zone in your branded tent. e.g. The XYZ Hydration Station, Transition Zone by XYZ, etc. (first come first served).

# THANK YOU!



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**Sunday, June 14th 2026**  
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Exceleration Multisport and Triathlon Society (BC Society # S0053175)  
700 Templeton Dr, Vancouver, BC V5L 4N8

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