

Penticton 2017 ITU  
**Multisport**  
World Championships Festival



**AUGUST 18-27th, 2017**

Penticton  
**duathlon**  
ITU World Championships

Penticton  
**aquathlon**  
ITU World Championships

Penticton  
**cross triathlon**  
ITU World Championships

Penticton  
**aquabike**  
ITU World Championships

Penticton  
**long course triathlon**  
ITU World Championships



In August 2017 the inaugural **ITU Multisport World Championships** will be held in Penticton. The **Penticton 2017 ITU Multisport World Championships Festival** is a new initiative by the International Triathlon Union (ITU) designed to engage multisport athletes from around the world in a grandiose race experience. The festival will comprise of six (6) **World Championships** over ten (10) days: Sprint Duathlon World Championships, Standard Duathlon World Championships, Cross (off road) Triathlon World Championships, Aquathlon World Championships, Aquabike World Championships and Long Course World Championships.

The ITU was formed in 1989, and organizes official World Championship races for the sport of triathlon. It was formed in part to give the growing sport of triathlon an official organizing body and in part to advocate for the entry of triathlon into the Olympic Games, a feat that was successful for the first time in 2000.

Penticton, British Columbia Canada has a 34-year history of producing large-scale world-class long course triathlons. Led by Executive Director Michael Brown and his team, Penticton 2017 will be a showcase of the Okanagan Lake region while producing six world class World Championship multisport events.





Sprint Duathlon World Championships is a **5 km run, 20km bike and a 2.5km run.**

Standard Duathlon World Championships is a **10km run, 40km bike and a 5km run.**

Cross Triathlon World Championships is a **1.5km swim, 27km off road mountain bike, 8km trail run.**

Aquathlon World Championships is a **1km swim and a 5km run.**

Aquabike World Championships is a **3km swim and a 120km bike.**

Long Course World Championships is a **3km swim, 120km bike and a 30km run.**



## **Our Athlete is:**

- Triathletes are typically from higher socio-economic groups, educated, with high disposable income and are as driven and successful in their professional careers as they are in their sporting lives.
- Triathletes in Canada and the United States earn on average \$100,000/year as individuals, the scope of income varying from \$60,000 to \$250,000
- Triathletes are driven by achieving a personal challenge and enjoying an active and healthy lifestyle where the training is as important as the thrill of racing.
- On average, a long distance triathlete will train between 18 and 24 hours a week.
- Triathletes are highly committed to their sport and expect to build on their participation levels.
- Over 70% of triathletes are married with children.
- Over 80% take part in three or more events a year.
- In endurance triathlon, the largest age demographic is 35-45 years old with a 65:35 male: female split. Triathletes typically spend \$4,000 a year on triathlon related gear and consumables.

Triathlon is the fastest growing sport in the world and for its participants it is not only a sport but also a lifestyle.

**Dates and Times:**

Friday August 18th, 2017	4:00 pm	Duathlon, Cross Triathlon parade of Nations
	6:00 pm	Pasta Party
	7:00 pm	Opening Ceremonies
Saturday August 19th, 2017	7:00 am	Duathlon WC (Sprint)
	4:00 pm	Duathlon Sprint Awards
Sunday August 20th, 2017	3:00 pm	VIP Reception
Monday August 21st, 2017	7:00 am	Duathlon WC (Standard)
	6:00 pm	Duathlon Standard Awards
Tuesday August 22nd, 2017	-	
Wednesday August 23rd, 2017	7:00 am	Cross Triathlon WC
	4:00 pm	Cross Triathlon Awards
	6:00 pm	Aquathlon, Aquabike, Long Distance Parade of Nations
	7:00 pm	Red and White Canada 150 party
Thursday August 24th, 2017	8:00 am	Kid's Triathlon Camp
Friday August 25th, 2017	7:00 am	Aquathon WC
	4:00 pm	Aquathon Awards
	6:00 pm	Aquathlon, Aquabike, Long Distance Pasta Party
	8:00 pm	Street Dace
Saturday August 26th	8:00 am	Kid's Triathlon
	12:00 pm	Bike Check-In
Sunday August 27th	6:30 am	Long Distance / Aquabike WC
	7:30 pm	Long Distance / Aquabike WC Awards
	8:30 pm	After Party / Closing Ceremonies

**Location:** Penticton BC - Okanagan Similkameen Regional District

**Attendees:** We are expecting 5,000 athletes and their families for race week for a total of upwards of 10,000 visitors and 40,000 hotel room nights. There are over 40 countries expected to be present at Penticton 2017.

**Virtual Attendees:** Leading up to race week the online viewership is staggering. With close to 10,000 website views and constant chatter on social media platforms our audience is engaged well before race week. With over 60,000 viewers of the race day live stream we will have engaged viewers all day long.

**Social Media:** Triathletes are an engaged audience, and their presence on social media is notable. Over 90% of all triathletes indicate they are present on at least two social media platforms. Past research indicates that a social media audience for triathlon race type events grow consistently at a rate of 5-10% in the lead up to an event.

**Facebook:** 196,000 fans

**Twitter:** 72,000 followers

**Instagram:** 60,000 followers

**YouTube:** 28,000 subscribers with over 10,000 views





**Penticton 2017 Web Site** – Branding opportunities through Penticton ITU 2017 frontline presence on the internet. The web site showcases the race as well as athlete stories and video footage. It receives up to 10,000 unique visitors per day. Penticton 2017 web site will form an integral part of a tailored digital brand experience and online leveraging program for your company.

**Penticton 2017 Advertising** – A bi-monthly advertisement in the local papers with a circulation of 10,000 in the community. In addition, advertisement in the athlete’s guide that is distributed in every athlete race pack. Its editorial style includes profiles on each races, nutrition advice, tips from the pros, athlete stories and provided opportunity for tailored sponsor articles.

**Penticton 2017 and ITU Social Media Channels** – Opportunity to sponsor social media reach through Penticton 2017 and ITU social media channels including Facebook, Twitter, You Tube & Instagram.

**Local TV Distribution** - Opportunities for product placement and local advertising packages as part of Penticton 2017 local TV distribution.

**International PR Program** – Inclusion in Penticton 2017 PR campaign, including key messages and imagery to target media.

**E-news Exposure** – (reach: 60000+) within the 10 months prior to race



Penticton ITU 2017 will work with any level of sponsor, it is our goal to make sure as many sponsors as possible can and will be included.

**Title Sponsor:** Naming rights to Penticton ITU 2017.

### **Race Title Sponsors**

Duathlon  
Aquatlon  
Cross Triathlon  
Long Course

### **Sponsors**

Swim Course  
Bike Course  
Run Course  
Eyewear Sponsor  
Nutrition Sponsor  
Airline Sponsor  
Volunteer Sponsor  
Transition Sponsor  
Oil and Gas  
Official Car  
Time Piece sponsor  
Wetsuit sponsor  
Bike sponsor

### **Event Sponsors**

Kids Fun Run Sponsor  
Life Style Expo Sponsor  
Parade of Nations Sponsor  
VIP Sponsor  
Pasta Party Dinner Sponsor  
5km Road Race Sponsor  
Closing Ceremonies Sponsor

### **Supporting Sponsors**

Restaurants  
Small Businesses  
Service Providers  
Media Sponsors





**Michael Brown**

Executive Director

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For more information please visit our website at [www.penticton2017.com](http://www.penticton2017.com)