



# The Woodlands Township

The Woodlands, TX

**Naming Rights/Title Sponsor**  
**TRI – The Woodlands**  
**C-2023-0246**

The Woodlands Township is requesting proposals from entities for NAMING RIGHTS (Title Sponsor) that includes exclusivity within the product/service category for TRI – The Woodlands. Currently, the event consists of a 500 meter swim in Lake Woodlands, 12.8 mile bike throughout The Woodlands and 5K run along The Woodlands Waterway. The Township seeks to enter into a Naming Rights/Title Sponsorship Agreement for a period not to exceed three (3) years (2024, 2025 and 2026). The Township encourages firms to develop proposals based on the following:

***Monetary Sponsorship & Value In-Kind*** – The proposal shall contain a minimum total value of \$35,000 per year (either cash or combination of cash/value in-kind) with a minimum cash value of \$27,500 for the Naming Rights of TRI – The Woodlands where Presenting Sponsor level is available. Naming rights for TRI – The Woodlands includes exclusivity within the product category.

The proposal may contain additional services that the entity can provide to The Woodlands Township to enhance the race experience. Past sponsors have provided to the Township: Shirts, medical services, traffic control devices, safety coordination, engineering support, advertising, volunteers, marketing support, promotional products, etc at no cost to the Township. These value adding products or services can be included in the total sponsorship value (based on actual cost to the Township) and aids the Township in reducing the cost to produce the event.

The goal of this program is for the Township to review proposals which maximize the value of sponsorships dollars for both the Township and the selected business. The policy of the Township in regards to naming rights sponsorship is as follows:

- Request for Proposals for Naming Rights will be publicly solicited for those programs and events that warrant Naming Rights or title sponsors;
- Naming Rights may include exclusivity within the product category;
- Evaluation, qualification and award of proposals will be made in the best interest of the Township as determined by the President/Chief Executive Officer.

Please note the Township is currently in agreement with an existing sponsor for exclusive medical services for the 2024 event, with rights to renew for a future term through 2027.

The Township will conduct a comprehensive, fair and impartial evaluation of all proposals received, based on the following criteria:

Category	Description	Value
Monetary Requirement	Firm met minimum annual commitment. Additional value is awarded for commitment above the minimum commitment.	35%
Value In-Kind Budget Relief	Products or services provided by sponsor that directly benefit the event.	25%
Volunteer Support	Volunteers provided by the entity for the event.	20%
Marketing/Event Promotion Strength and Effectiveness	Firm's promotional benefits to reach future athletes/participants.	15%
Value In-Kind Intangibles	Product or services offered that may enhance the event, but is of no direct benefit to the race.	5%

Naming Rights are defined as the Company's name in front of the TRI – The Woodlands brand in addition to other sponsorship benefits. A Sponsorship Agreement for three (3) years (2024, 2025, 2026) is being proposed with a goal of maximizing the safety, experience and organization of the Race/Events, while reducing the overall financial commitment of the Township.

**Proposals are due no later than Friday, September 1, 2023 at 1 p.m and can be delivered to The Woodlands Township at 2801 Technology Forest Blvd, The Woodlands, Texas 77381.** Proposals can be sent via email to [mmeaux@thewoodlandstownship-tx.gov](mailto:mmeaux@thewoodlandstownship-tx.gov). We are looking forward to reviewing your proposal and working with your company to make The Woodlands a better place to live, work and play.

## EVENT

**TRI - The Woodlands**, produced by The Woodlands Township Parks and Recreation Department, is a sprint distance triathlon consisting of a 500 meter swim, 12.8 mile bike and 5K run. TRI – The Woodlands is a USA Triathlon (USAT) sanctioned event, and served as the 2017 Texas State Triathlon Championship.



## EXPECTED ATTENDANCE

800 participants, 300+ volunteers, 100+ event staff and 1,500 spectators.

## THE WOODLANDS DEMOGRAPHICS\*

**Population:** 119,000 (2.72 persons per household)

**Adults:** Total number of adults is 85,680; Median age is 40.4

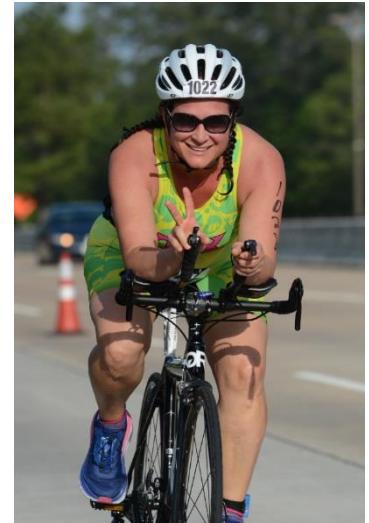
**Children:** Total number of children is 33,320; Households with children – 39.2%

**Median Household Income:** Annual family income \$121,634

\*Source - *The Woodlands Development Company*

## PUBLICITY

Press releases sent to various media outlets, articles in *The Woodlands Community Magazine* published by The Woodlands Township and advertisements in local community newspapers. Additional publicity on the TRI – The Woodlands webpage on The Woodlands Township website and The Woodlands Township social media channels. 800 race packets distributed to participants and sponsors with event information.



## PARTICIPANT COMMENTS

- “Great venue, great crowd! Very well organized! An amazing experience!”
- “Great field for a sprint, lots of speed on the course!”
- “Well organized, great volunteers and great race swag!”
- “I was really impressed with the how efficient everything was, and all of the staff was so outgoing and friendly for a first timer. It really set me at ease.”



## **SPONSORSHIP LEVELS**

### **“FIRST WAVE” SPONSOR - \$250**

- Company promotional items/information included in Virtual Event Bag for race and/or company promotional flyer/item to be distributed to Participants during Packet Pickup.

### **SPRINT SPONSOR\* - \$750**

- Company promotional items/information included in Virtual Event Bag for race and/or company promotional flyer/item to be distributed to Participants during Packet Pickup.
- Recognized during public address announcements.
- One (1) Township provided 10' x 10' tent provided at Post-Race Party.
- One (1) sponsor provided 3' x 6' banner displayed at race site.
- Two (2) passes to access Sponsor Area at Post-Race Party and one (1) complimentary individual entry.

### **ELITE SPONSOR\* - \$1,000**

- Company promotional items/information included in Virtual Event Bag for race and/or company promotional flyer/item to be distributed to Participants during Packet Pickup.
- Recognized during public address announcements.
- One (1) Township provided 10' x 10' tent provided at Post-Race Party.
- Two (2) sponsor provided 3' x 6' banners displayed throughout race site.
- Company name/logo displayed on official TRI – The Woodlands webpage.
- Company logo placed in participant eblasts (800 participants) with link to sponsor website.
- Four (4) passes to access Sponsor Area at Post-Race Party and two (2) complimentary individual entries.

### **TRAINING PARTNER PACKAGE - \$1,500**

- Company promotional items/information included in Virtual Event Bag for race and/or company promotional flyer/item to be distributed to Participants during Packet Pickup.
- Designated as **“An Official Training Partner of TRI – The Woodlands.”**
- Recognized during public address announcements.
- One (1) Township provided 10' x 10' tent provided at Post-Race Party.
- Three (3) sponsor provided 3' x 6' banners displayed throughout race site.
- Company name/logo displayed on official TRI – The Woodlands webpage.
- Company logo placed in participant eblasts (800 participants) with link to sponsor website.
- One sponsor provided tent at Open Water Swim Event and Bike Check-In.
- Sponsor provided training tip, sent no later than 30 days prior to Race, in one (1) participant eblast (800 participants).
- Four (4) passes to access Sponsor Area at Post-Race Party and two (2) complimentary individual entries.

### **MULTI-SPORT SPONSOR\* - \$2,500**

- Company promotional items/information included in Virtual Event Bag for race and/or company promotional flyer/item to be distributed to Participants during Packet Pickup.
- Recognized during public address announcements.
- One (1) Township provided 10' x 10' tent provided at Post-Race Party.

- Four (4) sponsor provided 3' x 6' banners displayed throughout race site.
- Company name/logo displayed on official TRI – The Woodlands webpage.
- Designated as “**Official Media, Awards, Hydration Station OR Volunteer Sponsor.**”
- Company logo placed in ads and in participant eblasts (800 participants) with link to sponsor website.
- Six (6) passes to access Sponsor Area at Post-Race Party and four (4) complimentary individual entries.

**PRO SPONSOR\* (6 Spots Available) - \$4,000**

- Company promotional items/information included in Virtual Event Bag for race and/or company promotional flyer/item to be distributed to Participants during Packet Pickup.
- Recognized during public address announcements.
- One (10' x 10') tent provided at Post-Race Party.
- Five (5) sponsor provided (3' x 6') banners displayed throughout race site.
- Company name/logo displayed on official TRI – The Woodlands webpage.
- Company logo placed in Ads and in participant eblasts (800 participants) with link to sponsor website.
- Designated as “**Official Swim Course, Bike Course, Run Course, Risk Management, Post-Race Party OR Transition Sponsor.**”
- Eight (8) passes to access Sponsor Area at Post-Race Party and six (6) complimentary individual entries.

**IN-KIND SPONSOR** - Sponsors may offer to provide services and/or items. Specifics shall be discussed with the Sponsorship Team.

**\*NOTE:** *One (1) company, product or service per category.*