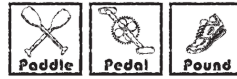


The Grand River Color Tour Triathlon



Dear Potential Sponsors and Partners:

The City of Eaton Rapids Quality of Life Board along with the sub-committees of Arts Council, Parks Development and River Recreation, are pleased to announce the 1st Annual Grand River Color Tour Triathlon event! Registered racers will compete in a short kayaking paddle, a 12 mile cycle, and a 5k run during the most colorful season of the year in Eaton Rapids. Additionally, the final leg of the 5k, runners will be blasted with powder coloring leaving each racer to finish the competition in a uniquely colored way.

To make an event this grand a success, we need support from community sponsors like you! We have broken sponsorship opportunities into 4 levels so anyone can contribute. Please complete the sponsorship form on the next page to partner with us for this one of a kind event in our one of a kind community.

For questions about sponsorships and partnerships, please contact Lindsey Zeller at 517-663-8118 ext 8178 or lzeller@cityofeatonrapids.com

We thank you in advance for your generous support!

EVENT DETAILS

October 2, 2021
Martin Hansen Amphitheater
315 W. Knight St. Eaton Rapids,
MI 48827

KAYAKING:

The race will begin with a short but swift paddle around a section of the Springbrook waterway. Paddlers will take in the beauty of fall from the vantage point of the water.

CYCLING:

Upon completion of the kayaking leg, competitors will move into the cycling portion of the race. Leaving the Martin Hansen Amphitheater and heading west, leaving the City and entering Hamlin Township. This portion will be a total of 12 miles and cyclist will be wowed at the fall color of the changing season around us.

RUN:

The final leg of the triathlon is a 5k run/walk. Racers will enjoy a scenic route along parts of the Springbrook, the Grand River and our historic downtown. The last section of the race, athletes will be blasted with powder color leaving them to complete the triathlon in a uniquely colorful way.

Sponsorship

TIERS AND BENEFITS

Please return this completed form and payment no later than
Friday September 10, 2021 to:

City of Eaton Rapids - 200 S. Main St. - Eaton Rapids, MI 48827

Company Name _____
Address _____
E-Mail _____
Phone _____
Contact Name _____
Tier Selected _____ Sponsor Amount \$ _____

GOLD

\$1000

Name on race shirt

Name on printed
promo material

Name announced by
DJ during the event

20x20 vendor booth
space

Sponsor sign at
staging area

Sponsor sign along
kayak, cycling and
running routes

Name on Main St.
event promo banner

FREE race entry for
2 participants

SILVER

\$500

Name on race shirt

Name on printed
promo material

Name announced by
DJ during the event

10x10 vendor booth
space

Sponsor sign at
staging area

Sponsor sign along
kayak and cycling
routes

FREE race entry for
1 participant

BRONZE

\$250

Name on race shirt

Name on printed
promo material

Name announced by
DJ during the event

10x10 vendor booth
space

Sponsor sign at
staging area

Sponsor sign along
kayak route

IN-KIND

\$0

Name on race shirt

Name on printed
promo material

Name announced by
DJ during the event