



March 1, 2024

Dear Morning Rotarian:

The Bay City Morning Rotary Club Driathlon is back in 2024 and will take place on Sunday, September 15th!

Will you join us as a sponsor? We are excited to continue to hold the 5K paddle on the Kawkawlin River with a launch from Castaways, while the bike and run will take competitors through beautiful Bangor Township.

When you support the Driathlon, you do more than support a one-of-a-kind race that brings competitors from throughout the state to the Bay City area. You are also:

- Supporting our youngest learners through the work Bay City Morning Rotary is doing to ensure that every kindergartener in Bay County has access to a robust classroom library, giving these students easy access to fun reading materials.
- Giving people reasons to smile through Rotary Smile, a program that provides complimentary braces to deserving individuals in Bay County. It's safe to say that all of us are happy to be rid of face masks, but even more so for these individuals!
- Supporting graduating seniors from area high schools who are pursuing their dreams of higher education through scholarships for postsecondary education.

The generous support of our sponsors has allowed us to build a race that sees competitors return year after year. Details on the various sponsorship levels are attached. Please let us know of your commitment by July 31st to ensure your company is recognized appropriately. Questions can be directed to Matthew Felan at mfelan@greatlakesbay.org or by cell at 804-347-6840.

Thank you for your continued support and consideration!

Race on.

Brenda Rowley
Co-chair, Driathlon

Amber Phillips
Co-chair, Driathlon

John Shankool
Co-chair, Driathlon

What is a Driathlon you ask? It's a fun spin on the traditional triathlon with a 5K kayak/canoe paddle in place of the swim, followed by a 20K bicycle ride and then a 5K run.



Bay City Morning Club | c/o Weinlander Fitzhugh | 1600 Center Ave. | Bay City, MI 48708



TRIATHLON

5K PADDLE • 20K BIKE • 5K RUN

SEPTEMBER 15, 2024
BAY CITY, MI

CHAMPION - \$1,500

- Company logo on race bibs
- Company logo on participant swag bags
- Company logo on race shirts
- Complimentary registrations (3 relay teams or 6 individuals)
- Reserved premium seating at Castaways Restaurant (event start/finish) along the Kawkawlin River)
- Company logo on promotional poster, website, social media
- Banner display at event start/finish-Castaways - for up to one week in advance of event (banner provided by sponsor)
- Opportunity to place item in racer goodie bag

PROMOTER- \$1,000

- Company logo on race bibs
- Complimentary registrations (2 relay teams or 4 individuals)
- Reserved premium seating at Castaways Restaurant (event start/finish) along the Kawkawlin River)
- Company logo on promotional poster, website, social media
- Banner display at event start/finish-Castaways - for up to one week in advance of event (banner provided by sponsor)
- Opportunity to place item in racer goodie bag

ADVOCATE - \$500

- Company logo on race bibs
- Complimentary registrations (2 relay teams or 2 individuals)
- Company logo on promotional poster, website, social media
- Banner display at event start/finish-Castaways - for up to one week in advance of event (banner provided by sponsor)
- Opportunity to place item in racer goodie bag

SUPPORTER - \$250

- Company name on race bibs
- Company logo on signage at course aid station
- Listed as supporter on promotional poster, website, social media
- Banner display at event start/finish-Castaways - for up to one week in advance of event (banner provided by sponsor)
- Opportunity to place item in racer goodie bag