



USA EVENTS

OAKLAND TRIATHLON | HALF MOON BAY TRIATHLON
MORGAN HILL TRIATHLON | MONTEREY TRIATHLON
CALIFORNIA TRIATHLON | FOLSOM TRIATHLON

USA Productions is one of the largest event production companies on the West Coast. We have 8 total events in our series. Races in beautiful places is our motto! We execute and make a difference in the industry providing superior execution, engagement and relationship building that is recognized by our athletes, sponsors and partners across the series of events.

SEASON START/FINISH: APRIL - OCTOBER
TOTAL PARTICIPATION: 7000 REGISTRANTS
DATABASE SIZE: 50000/TRIATHLETES & 80000/RUNNERS

Solid GOLD Demographics:

They are as driven and successful in their professional careers as they are in their endurance lives. They're goal oriented and committed to an active and healthy lifestyle wrapped around everything swim, bike, and run.

USAP Triathletes are:

- Passionate about their sport and products
- Key Influencers, reach the globe audience
- Top Executives & Senior Managers
- Innovators and Early Adopters
- 42% are Female, largest age group 35-45
- 85% have college degrees
- Committed to training and staying fit
- Highly driven and motivated!
- Affluent, 45% over \$180k in income

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USAP Sponsorship Elements:

- Title Sponsorship
- Presenting Sponsorship
- Category Sponsorship
- Series/Event/Race Sponsorships
- VIK Sponsorship
- Expo Vendor

USAP Benefits:

- Promotional Rights/Advertising
- Participant Database
- Digital Advertising
- Onsite Signage & Activation
- 2 Day Expo Space
- PA Announcements
- Interactive Athlete Guide
- Event Webcast
- Event Public Relations
- Hospitality & VIP Event Area
- Event Race Entries
- Athlete Newsletters
- Event Social Media
- Event Website
- Event TV Broadcast
- Event Videos

2020 Triathlon Events:



Contact us today: sponsorship@usaproductions.org
www.usapevents.com