

# Hartford Extended Area Triathletes 2017 Sponsor Guidelines

<b>HEAT Sponsor Guidelines - 2017</b>				
<b>Sponsors receive</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Affiliate</b>
Logo on HEAT uniform	yes	yes	no	no
Logo on HEAT hoodie	yes	yes	yes	no
Logo on HEAT home page with direct link to your site	yes	no	no	no
HEAT newsletter promotion – your logo and text you provide	6/year	3/year	no	no
Logo on HEAT sponsor/links page with link to your site	yes	yes	yes	yes
Logo on HEAT sponsor/links page with link to your Facebook page	yes	yes	yes	yes
Ability to post promotions to the HEAT Facebook Group	yes	yes	yes	yes
Logo on HEAT sponsor/links with link to your LinkedIn page	yes	yes	yes	yes
Ability to post promotions to the HEAT LinkedIn Group	yes	yes	yes	yes
Logo on HEAT sponsor/links with link to your Twitter page	yes	yes	yes	yes
HEAT Twitter account following of your Twitter account	yes	yes	yes	yes
Complimentary HEAT membership	2	1	1	no
Access to HEAT training series (at member rates)	yes	yes	yes	no
HEAT gear discounts (items in HEAT store)	yes	yes	yes	no
Free HEAT hoodie (please provide size wanted)	2	1	1	no
HEAT website access to Members Only page (member list is here)	yes	yes	yes	no
Business listing in HEAT membership package emailed to all members	yes	yes	yes	no

<b>Please provide</b>				
Your logo in jpg or gif format (for web site)	yes	yes	no	yes
Your logo in tif, eps or other high resolution format (for HEAT gear)	yes	yes	yes	no
URL for your home page	yes	yes	yes	yes
Details on discounts and/or offers for HEAT members	yes	yes	yes	yes
Your physical address and phone number	yes	yes	yes	yes
Your email address (if you want it shared)	yes	yes	yes	yes
URL for your Facebook page	yes	yes	yes	yes
URL for your LinkedIn page	yes	yes	yes	yes
Your Twitter handle	yes	yes	yes	yes
HEAT logo with link from your site to the HEAT home page (www.ctheat.org). Please use the following wording in the alt attribute of the <img> tag when you link to the heat site:HEAT, Hartford Extended Area Triathletes, club promotes swim, bike run training, racing and camaraderie among Connecticut triathletes of all ages and abilities.”	yes	yes	yes	yes
Promotional materials/information on discounts you would like included with the HEAT membership packages, emailed to new and renewing members	yes	yes	yes	yes
<b>Donation</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>	<b>discount</b>

**7/7/2017**