

## HEAT Sponsor Guidelines - 2021

<b>Sponsors receive</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Affiliate</b>
Sponsor category exclusivity	x			
HEAT event sponsor promotion	x			
Logo on HEAT home page with direct link to your site	x			
Logo on HEAT uniform	x	x		
Display ad on HEAT home page with your logo, text and image - per year	6	3		
HEAT newsletter promotion with your logo & text - per year	4	2	1	
Complimentary HEAT membership (shirt, training series, gear discounts, etc.)	2	1	1	
Logo on HEAT membership gear (hoodie, t-shirt, etc.)	x	x	x	
HEAT website access to Members Only page (Member list is here)	x	x	x	
Business listing in HEAT membership package emailed to all members	x	x	x	
Logo and discount/benefit info on HEAT sponsor/links page with link to your site and social media (Facebook, Twitter, Linked In)	x	x	x	x
Ability to post promotions to the HEAT Facebook Group	x	x	x	x
Ability to post promotions to the HEAT LinkedIn Group	x	x	x	x
HEAT Twitter account following of your Twitter account	x	x	x	x

<b>Please provide</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Affiliate</b>
Your logo in jpg or gif format (for web site)	x	x	x	x
Your logo in tif, eps or other high resolution format (for HEAT gear)	x	x	x	
URL for your home page	x	x	x	x
Details on discounts and/or offers for HEAT members	x	x	x	x
Your physical address and phone number	x	x	x	x
Your email address (if you want it shared)	x	x	x	x
URL for your Facebook page	x	x	x	x
URL for your Linked In page or group	x	x	x	x
Your Twitter handle	x	x	x	x
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."	x	x	x	x
Promotional materials/information on discounts you would like included with the HEAT membership packages, emailed to new and renewing members	x	x	x	x
<b>Donation</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>	<b>discount</b>