



2021 Racing Season

Road Races, Triathlons, and Multisport Adventures

Sponsor Information

2020 was an interesting season for Personal Best Racing. We saw a lot of events that we were going to assist, participate in, and even host get cancelled by the worldwide pandemic. As the summer approached, we were able to work with authorities and venues to kick-off our triathlon season enacting social distancing protocols. We had limited spots available and most of our arrangements were last minute, but we made it work. We did not make a lot of revenue, but we did make a lot of friends and grew our reach to a more regional position. As we move into 2021, we are ready to have the year of growth we originally anticipated in 2020.

The cost of organizing is far more than we expect the participants to pay, so we like to bring in community sponsors to help make the athlete experience better and encourage them to come back so that our sport can continue to grow.

A little bit about our company and our events: Personal Best Racing is a locally, women owned LLC that focuses on giving our clients what they want, need, and desire to achieve their personal best goals in organizing events, racing events, or coaching others in events.

Our events in 2021 are geared towards each of these facets as we work to create all inclusive events and services.

With the expansion of our endurance distances, we are looking for a wider footprint of athletes to come into our city and help generate our economy! We are excited to also showcase our growing riverfront community and the beauty that Knoxville is putting into our downtown and surrounding areas.

We would love for you and your business to be a partner in fostering growth in our event community and help to foster a better health and wellness atmosphere!

Please see our list of events that are being scheduled for 2021:

January 9th – I Just Want to Be A Unicorn Half Marathon and 5k, Knoxville Riverfront

February 13th – Zen Evo Hot for Chocolate 5k, Downtown Knoxville

April 17th – Spirit of Kona Triathlon Sprint and Olympic, Tellico Recreation Area, Loudon

May 2nd – North Knox Sprint Triathlon (1st Pool Sprint Grand Shizzle Pool Series) Halls YMCA

June 19th – Secret City Sprint (2nd Pool Sprint Grand Shizzle Pool Series) Oak Ridge Pool

June 26th – Knoxville SwimRun Event, Ijams Park Knoxville

July 17th – Sweetwater Sprint Triathlon & 5k/10k (3rd Pool Sprint Grand Shizzle Pool Series)

July 31st – Wild Rose Womens & Lit'l Buds Triathlon & 5k, Loudon

August 7th – Ktown on the River Spint, Olympic, and Half Iron Triathlons, Suttrees Landing

August 7th – Ktown on the River 5k, 10k, and Half Marathon, Suttrees Landing

September 4th – Tomahawk Sprint & Super Sprint Triathlons (4th Pool Sprint Grand Shizzle Pool Series), Loudon

September 11th – Zombies Like Brains 8k and Zombie Walk, Knoxville

October 9th – Sup-ER-Yak Trail Adventure Race, Haw Ridge, Oak Ridge

2021 KPL Zen Evo Kids Series

May – Gulf Park Summer

June – Atomic Kids Summer

August – Gulf Park Fall

September – Atomic Kids Fall

As you can see, we have a Fun year planned, and need partners like you to ensure an enhanced athlete experience.

We are offering sponsorship opportunities at three different levels to allow companies, organizations and individuals to support our event and the athlete experience. Please consider sponsoring our event at one of the levels listed below:

Platinum Level \$2500-\$5000

- Title Sponsor opportunities, logo on shirts and all printed materials
- Social media logo posts/mentions, website listing, blog postings
- Table set up at all events + swag distribution opportunities
- 3 Sponsor entries at any PBR event

Gold Level \$1500 or \$2499

- Logo printed in Large font on the back of all event shirts
- Logo listed on the race website/ banner
- Social Media Announcements
- Table set up at event + swag distribution opportunities
- 2 Sponsor entries at any PBR event

Silver Level \$500-\$1499

- Logo printed in small font on the back of all event shirts
- Logo listed on race website/ banner
- Social Media Announcements
- 1 Sponsor entry at any PBR event

Bronze Level \$500 or Like-Kind equivalent

- Logo listed on specific event shirt
- Social Media announcement

There are also opportunities for in-kind and tailored sponsorships. Please let us know if you have any specific wishes.

Please contact personalbesttracing@gmail.com with any questions or to secure your spot for our 2021 season!