



2023 Racing Season

Road Races, Triathlons, and Multisport Adventures

Sponsor Information

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. We also enjoy bringing our partners' missions to the athletes to help create a better environment and community for all!

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 2023 are geared towards each of these facets as we work to create all-inclusive events and services.

With the expansion of our endurance distances in 2021, 2022 saw a wider footprint of athletes coming into our city and helping to generate our economy! We were 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!

Just to highlight some of our sponsor interests, we have had the pleasure to cross paths with over 5,000 athletes between our owned events, managed events, and partner events. We have also taken part in 6 different trade show/expo/conferences across the city and country to highlight our mission. Our email list has grown to 10,000 unique email addresses with 286,142 individual emails sent in 2022 with an 81% delivery rate and a 66% open rate.

Our mission stays the same in 2023:

To create and manage events, as well as help other organizations create and manage events that help people achieve their "Personal Best" in racing, in living, and in the community.

We are offering sponsorship opportunities at 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 \$3,000

- 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

- Logo printed 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 \$1,000

- Logo printed in small font on the back of all event shirts
- Logo listed on race website/ banner
- Social Media Announcements
- Table set up at event + swag distribution opportunities
- 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 2023 season!