



2024 Sponsorship Opportunities

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 2024 are once again geared towards each of these facets as we work to create all inclusive events and services.

2023 saw a growth on the reach we had with more and more athletes spreading the word and “buying in” to the local triathlon kool-aid!

Just to highlight some of our sponsor interests, we have had the pleasure to cross paths with over 9,000 athletes between our owned events, managed events, and partner events. We have also taken part in 9 different trade show/expo/conferences across the city, state and country to highlight our mission. Our email list has expanded to reach more participants in neighboring states and bringing in more new triathletes from our running community as well!

Our mission stays the same in 2024:

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.

If you are interested in becoming a sponsor, please contact Muna at muna@personalbesttracing.com



Annual #PBRPartner

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 \$1,500

- Logo printed on the back of all event shirts
- Logo listed on the race website/ banner
- Social Media shares
- 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 or printed materials
- Social Media shares

If what you are wanting does not fit into any of these levels, please contact us to design your sponsorship package.

2024 PBR Owned Event Calendar



JAN
6

**I JUST WANT TO
BE A UNICORN**
HALF MARATHON & 5K

FEB
3

**HOT FOR
CHOCOLATE**
5K

JUL
20

SWEETWATER
SPRINT TRIATHLON & 5K

APR
14

NORTH KNOX
SPRINT TRIATHLON

JUL
27

WILD ROSE
WOMEN'S TRIATHLON

APR
27

**HEART OF A
WARRIOR**
TRIATHLONS

AUG
3

**K-TOWN ON THE
RIVER**
TRIATHLONS

MAY
11

**TRI STAR
RIVERSIDE**
TRIATHLONS

AUG
17

MIGHTY MARLINS
KIDS SPLASH N DASH

JUN
1

SECRET CITY
SPRINT TRIATHLON

AUG
25

BOWLING GREEN
SPRINT TRIATHLON
+ KIDS SPLASH N DASH

JUN
15

SPIRIT OF KONA
TRIATHLONS, 5K & 10K
+ KONA KIDS SPLASH N DASH

AUG
31

TOMAHAWK
SPRINT & SUPER SPRINT
TRIATHLONS

JUN
29

ATOMIC
KIDS TRIATHLONS

SEP
7

ATOMIC
KIDS (FALL) TRIATHLONS

JUN
30

PBR KNOX
SWIM RUN

SEP
15

PILOT YMCA
SPRINT TRIATHLON

2024
CALENDAR





New for 2024!

**Become a PBR Kids
Triathlon Club
sponsor!**

PBR has created a USA Triathlon club where kids can belong and learn about community and triathlon! Each child that is registered will receive a welcome kit in the mail with goodies and a membership card. This entitles them to a free PBR race, a free KTC race, and other privileges as we formulate and grow the club.

Sponsorship for the club is \$250 and gets your business the following opportunities:

- Logo on team shirt given with membership**
- Logo on club webpage along with link to website**
- Opportunity to include printed schwag in welcome box**
- Opportunity to have tent at kids events**

This program is still in development so we would love any feedback or ideas that you want to share. It will be run by volunteers

PBR Elite Ambassador Kit Sponsorship

PBR has an amazing Elite ambassadorship consisting of 18 ambassadors from the East Tennessee area. In 2023 they did over 100 races including marathons, Half Iron events, Full Iron Events, and several other multisport events in areas all over the country!

Their mission is to positively impact the triathlon community with their helpfulness and volunteer spirit. They were volunteers at over 50 triathlons and community events



The kit sponsorship is \$1,000 and gets your logo on the triathlon kit along with the jersey and team apparel.

Sponsorship commitment deadline is 12/31/2023 as we work to get our kits out in time for the season openers in April.