



2025 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 2025 are once again geared towards each of these facets as we work to create all inclusive events and services.

2024 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! We launched our PBR Kids Club which had an amazing first season membership number of over 40 kids and helped to launch the USA Triathlon Kids Southeastern Region Series with record numbers in our kids triathlons! We added a new open water event on the Knoxville riverfront and will be moving this even to June in 2025 to continue to grow our river swims.

Just to highlight some of our sponsor interests, we have had the pleasure to cross paths with over 11,000 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 2025:

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 personalbesttracing@gmail.com



Annual #PBRPartner

Platinum Level \$3,500

- 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 \$2,000

- 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 \$1,500

- 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 \$1,000 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.

2025 PBR Owned Event Calendar

01/11 I Just Want To Be A Unicorn Half
Marathon & 5k

02/01 Hot For Chocolate 5k Presented by Eddie's
Health Shoppe

04/26 Heart of A Warrior Triathlons - Kingston, TN

05/10 The Spirit of Kona Triathlons, 5k & 10k

05/25 North Knox Sprint Triathlon - Powell, TN

06/01 PBR SwimRUN & Trail Run 5k/10k, Knoxville, TN

06/14 Tri Star Triathlons & Duathlon - Knoxville, TN

06/28 Secret City Sprint Triathlon - Oak Ridge, TN

07/12 Wild Rose Womens Triathlons - Alcoa, TN

08/02 K-Town On The River Triathlons - Knoxville, TN

08/24 Bowling Green Sprint Triathlon & BG Kids Tri

08/30 Tomahawk Sprint & Super Sprint Triathlons - Loudon, TN

09/14 Pilot Y Tri - Knoxville, TN

12/20 12k's of Christmas & Reindeer Relay - Knoxville, TN

2025 PBR Kids Triathlon Schedule



05/10 Kona Kids Splash n Dash – Lenoir City, TN

05/31 Atomic Kids Summer Splash – Oak Ridge, TN

07/26 Little Tomahawks Youth Triathlon – Loudon, TN

08/09 Hillcrest Youth Triathlons – Hillcrest, KY

08/16 Mighty Marlins Kids Triathlon @ Cansler YMCA
Knoxville, TN

08/24 BG Kids Triathlon – Bowling Green, KY

09/20 Atomic Kids Fall Triathlons – Oak Ridge, TN



Founded in 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 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**



**GEORGIA, KENTUCKY, SOUTH
CAROLINA AND TENNESSEE**

PBR Elite Ambassador Kit Sponsorship

PBR has an amazing Elite ambassadorship consisting of 18 ambassadors from the East Tennessee area. In 2024 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 12/01/2024 as we work to get our kits out in time for the season openers in April.