



December 5, 2019

Dear Sponsor,

Thank you for your consideration in sponsoring Tri Gulf Coast Youth Multisport Series (TGC YMS). The 2020 Tri Gulf Coast Youth Multisport Series includes two outstanding youth multisport racing events. The Maritime de Luna Youth Duathlon and the Sea Turtle Youth Triathlon are in their 12th year since inception.

TGC YMS, an all-volunteer run organization, is partnered with Pillars for Promise as a 501(c)(3) public charity. As a "Pillar," we believe our events further the Pillars for Promise mission and are incredibly important to our youth.

These races have become much-anticipated annual events for hundreds of young athletes across the southeast. In 2019, we had over 425 athletes between the ages of 6-15 years old participate in both races. Maintaining our events is essential, as they are the only multisport races specifically targeting youth athletes in our area.



We believe introducing young athletes to three life-long sports (swimming, biking, and running), we can help promote healthy, active lifestyles that continue into adulthood. Our events encourage healthy competition and help cultivate the values of setting goals and working hard to achieve them. TGC YMS provides a race experience like no other. The race site venue is a thriving environment that promotes excitement among the athletes and families.

Our events have been supported by a generous and committed group of local sponsors. We need your support to make these events affordable for families and to keep the events financially sustainable. We are always looking to build new relationships. Throughout the year, we promote our sponsors on shirts, social media, website ([www.tgcyouthmultisport.org](http://www.tgcyouthmultisport.org)), e-mail, printed materials, and visually and verbally on race day.

We hope that you will consider the attached sponsorship options and let us know if you may be interested in making us a part of your community outreach and marketing plan for 2020.

Sincerely,

Mindi Straw, Jehan Clark and Trish Price



Contact us at: [yms@trigulfcoast.org](mailto:yms@trigulfcoast.org)

Visit us at: [tgcyouthmultisport.org](http://tgcyouthmultisport.org)

## HIGHLIGHTS OF TRI GULF COAST YOUTH MULTISPORT EVENTS & SPONSORSHIP BENEFITS

- TGC YMS provides two youth multisport events throughout the calendar year:
  1. **Maritime de Luna Youth Duathlon (March)** – located at Community Maritime Park in Pensacola. This RUN-BIKE-RUN event attracts 180+ athletes and over 300 spectators.
  2. **Sea Turtle Triathlon (October)** – located at Park East on Pensacola Beach. This SWIM-BIKE-RUN event attracts 250+ athletes and over 300 spectators.
- Pillars for Promise – Tri Gulf Coast Youth Multisport Series (TGC YMS) is a 501(c)3 charitable organization based in Gulf Breeze, FL.
- TGC YMS introduces young athletes to three life-long sports – swimming, biking, and running – helping to promote healthy, active lifestyles that continue into adulthood.
- All events are on “closed” courses to maintain athlete safety.
- All events are 100% volunteer run. Each race takes 85+ volunteers on race day to assure athlete safety.
- TGC YMS works hand in hand with Gulf Coast Tri Initiative to foster athletes from lower-income elementary and middle schools so they can participate in the above events. Approximately 40 athletes participate at each race.
- Sponsor exposure at both events throughout calendar year.
- Sponsor exposure on website ([www.tgcyouthmultisport.org](http://www.tgcyouthmultisport.org)), social media, athlete shirts, race day signage, announcements, and other provided gear.

