

SPONSORSHIP

39TH ANNUAL

INDIAN RIVER NETWORKS

PINEAPPLE MAN TRIATHLON



JUNE 1, 2025 RYCKMAN PARK
MELBOURNE BEACH FLORIDA



Rotary
Melbourne Beach, Florida
District 6930





Why

Annual fun race
Community Event
Awareness across
all of Florida and
beyond



Impact

More exposure for your
business
Local coverage 4 Major
Roads
Radio
Print
Social Media Blasts
Nearly .5M reach
Net Proceeds to
established Non-Profit
efforts



More sales

Name Recognition
Association with
an Established
race / audience
Reputation to
reputation – great
event – great
experience – great
value

SEEKING SPONSORS

We create the buzz for the
race, include your business
Promoting Awareness and
Opportunity!

JOIN US?

Opportunities for promotion: at \$2k, \$1k, \$500, \$250

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This race is called “The Best” by participants for a few simple reasons:

- Oldest USA-Triathlon Sanctioned Triathlon in the State of Florida – 39 year
- Historic town of Melbourne Beach Florida, offering a welcoming hometown feel
- Beautiful scenic course
- Perfect race from beginner to expert – Sprint
 - .25 Mile Swim
 - 12 Mile Bike
 - 3.1 Mile Run
- Beer and delicious full breakfast after race party
- All NET Proceeds from the event go straight to mission focused Non-Profits efforts for our community



**WE ARE
ROTARY**

Melbourne Beach, Florida all
volunteer organization

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IMPACT TO OUR COMMUNITY THROUGH LOCAL INTERESTS



Saint Stephen's Way



LEUKEMIA &
LYMPHOMA
SOCIETY®



Indian River Lagoon - initiatives

- Our mission in Rotary supports local community needs.
- Over \$40,000.00 raised last year to support nonprofits

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Your sponsorship ~

Help promote the fun!

A win for your business

A win for the community

A win for our local nonprofits



**WE ARE ROTARY
IMPACTING
MELBEACH AND
THE WORLD**

**PLEASE
JOIN US**

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PINEAPPLE MAN TRIATHLON

- **The Pineapple Man™ Triathlon Overview**

- On Sunday, June 1st, 2025, the Rotary Club of Melbourne Beach will host the 39th Annual Rotary Pineapple Man™. We are proud of this event as it is the oldest USAT sanctioned Triathlon in Florida. You could play a significant role in making this historic race a continued success. Thirty-nine years ago, members of the Melbourne Beach Rotary put together the first sanctioned sprint triathlon on the Space Coast of Florida.
- Hundreds of endurance athletes from all parts of the United States look forward to racing the scenic courses each year. The event has consistently sold out over the last several years and new race events including a Duathalon have been added to the scenic courses in the Rotary Pineapple Man™.



Melbourne Beach, Florida all volunteer organization



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GENERAL OUTLINE OF HOW WE PROMOTE BUSINESSES THROUGH THE PINEAPPLE MAN (SEE MATRIX)

1. Title sponsor - every mention on web, social media, print or radio will have your company name included.
 1. Dedicated website the Pineapple Man Triathlon and redirect
 2. Our race coordinator site and a registration site.
 3. Top Billing on pages with a link to YOUR website
2. Title posted in all advertising (Electronic event postings Triathlon Magazine, Florida Racing, Space Coast events, Melbourne Events, Melbourne Beach Event, Florida Racing)
3. Local Advertising Signage at 4 locations small billboard with over 40 thousand car visibility a day(ea) – that is 4M over a month
4. Radio Announcements through local radio
5. Local News Opportunity
6. Local community Magazines
7. Social Media Campaign
8. Signage at start, finish, registration pick up
9. Promotional Cards – Up to 10,000
10. E-Blast newsletters for race enthusiasts in SE United States – 15,000 subscribed racers
11. Highlight of race swag – T shirt Title on front side
12. Most prominent logo on back of every T shirt
13. You can be part of the award ceremony with participants on race day
14. You are included as additional named insured on our Insurance for the race
15. We encourage you to place your promotional items that advertises your business in up to 700 athlete and volunteer bags



Pineapple Man Triathlon Sponsorship Levels		Title	Segment/Breakfast	Platinum	Gold	Silver
Cost of Sponsorship			\$2,000	\$1,000	\$500	\$250
Free participant registrations		10	3	2	1	0
Event name becomes (sponsor name Pineapple Man Triathlon)		X				
Tri Leg Named Becomes Run, Swim or Bike Sponsor	Banner	X	X			
Breakfast Named (Breakfast Sponsor)	Banner	X	X			
Large Event Signing and Recognition	Banner	X	X	X		
On event tech shirt Front (incorporated into Logo)	T Shirt	X				
Logo on back of tech shirt (back of Shirt)	T Shirt	X	X	X	X	
Name on tech shirt (Back)						X
Sponsor name on race bibs		X				
Connect graphic/ logo and link to targeted website / page	Links	X	X	X	X	X
Mentions (notification to your site) in promotional social media for sponsor recognition	Mention	X	X	X	X	X
Logos on Pineapple Man and race sign up sites	Banner	X	X	X	X	X
Promotional swag item(s) and brochure for participant and volunteer race packet bag	Sponsor provided	X	X	X	X	X
Award Ceremony - leadership role		X				
Right of first refusal for sponsorship (2026 Race)		X	X			
Additional named insured		X				
Names Included in all emails and advertising		X				

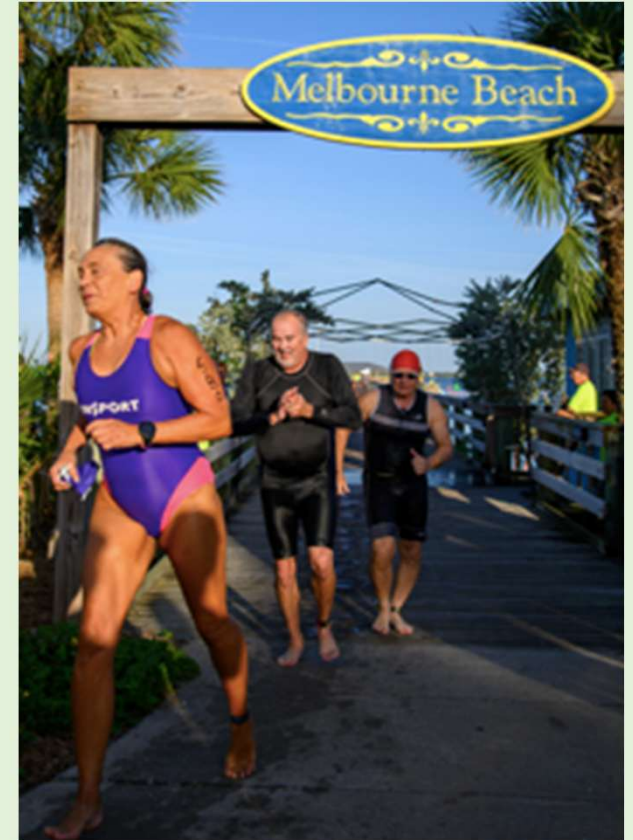


TITLE SPONSOR

TITLE SPONSOR

Your Company or you will get the maximum exposure and recognition we can provide. Your Company name will be incorporated into the Event logo for this year. Every piece of advertising, outreach and event materials we prepare will have your name associated with it. As your name is incorporated in our logo your name will appear in every other sponsors promotion and website links we provide. You will have extensive event day sponsor recognition banners and your company Logo will be featured as the most prominent Logo on the back of every participant tee shirt. Your Company name will also be featured as part of the Pineapple Man Logo on the front of all participant shirts. All awards will feature your name and you will be asked to participate in the awards ceremony and Breakfast on race day. As your name will be associated with this event we will add you as an additional named insured on our insurance policy. As the Event sponsor you will be given 10 complimentary race registrations. Your logo will appear on all race bibs. Additional benefits will be listed.

Filled



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SEGMENT SPONSORS- \$2000

- **Run Sponsor Tier 1**

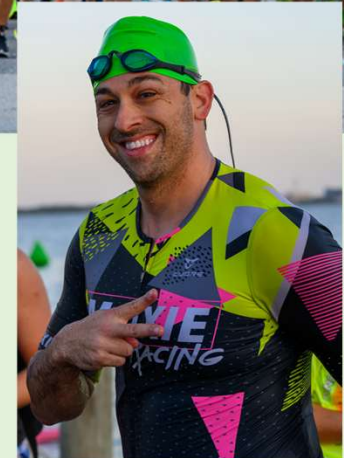
- The Run Sponsor receives recognition for sponsoring the Run portion of the Pineapple Man Triathlon. Your logo will be incorporated in large Event Day banners. You will have the honor of presenting the Fastest male and female runners their awards! Your company Logo will be featured as the Run Sponsor Logo on the back of every participant tee shirt. Your Logo and website links will appear in the event website and the Triathlon Sign-up websites. Event promotional emails will include your logo with a link to your website. As the Run sponsor you will be given 2 complimentary race registrations. Additional benefits will be listed.

- **Bike Sponsor Tier 1**

- The Bike Sponsor receives recognition for sponsoring the Run portion of the Pineapple Man Triathlon. Your logo will be incorporated in large Event Day banners. You will have the honor of presenting the Fastest male and female bikers their awards! Your company Logo will be featured as the Bike Sponsor Logo on the back of every participant tee shirt. Your Logo and website links will appear in the event website and the Triathlon Sign-up websites. Event promotional emails will include your logo with a link to your website. As the Bike sponsor you will be given 2 complimentary race registrations. Additional benefits will be listed.

- **Swim Sponsor Tier 1**

- The Swim Sponsor receives recognition for sponsoring the Swim portion of the Pineapple Man Triathlon. Your logo will be incorporated in large Event Day banners. You will have the honor of presenting the Fastest male and female swimmers their awards! Your company Logo will be featured as the Swim Sponsor Logo on the back of every participant tee shirt. Your Logo and website links will appear in the event website and the Triathlon Sign-up websites. Event promotional emails will include your logo with a link to your website. As the Swim sponsor you will be given 2 complimentary race registrations. Your Logo will appear on all Swim Caps. Additional benefits will be listed.



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SPECIAL SEGMENT SPONSOR \$2000

- **Breakfast Sponsor Tier 1**

- The Breakfast Sponsor receives recognition for sponsoring the Race Participant Breakfast upon the completion of the Pineappleman Triathlon. The Pineappleman Breakfast has been acclaimed by many participants as the best after triathlon race breakfast in Florida! Your logo will be incorporated in large Event Day banners in the Breakfast and Participant Awards area. Your company Logo will be featured as the Breakfast Sponsor Logo on the back of every participant tee shirt. Your Logo and website link will appear in the event website and the Triathlon Sign-up websites. Event promotional emails will include your logo with a link to your website. As the Breakfast sponsor you will be given 2 complimentary race registrations. Your Company Name will appear on the breakfast area volunteer aprons. Additional benefits will be listed.

- **Hotel Sponsor Tier 1 (Filled)**

- Hotel Sponsor provides rooms for out-of-town Event Professionals who run each of the 3 races, provide event USAT sanctioned timing services and generally work with the Melbourne Beach Rotary Club to make the Pineappleman Triathlon a reality. The Hotel will work closely with the Triathlon to set aside a certain amount of rooms for out-of-town participants to stay at a reduced price. Your company Logo will be featured as the Breakfast Sponsor Logo on the back of every participant tee shirt. Further benefits are illustrated in a separate sheet. Your Logo and website links will appear in the event website and the Triathlon Sign-up websites. Event promotional emails will include your logo with a link to your website. Additional Benefits will be listed.

- **Cost – 7 hotel rooms with two queen or full size beds plus program for race participants**



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PLATINUM SPONSORS TIER 2 \$1000

Platinum Sponsors Tier 2

Platinum Sponsors will be recognized as sponsoring all the other activities and materials needed to operate the Pineapple Man Triathlon. Your logo will be incorporated in Event Day banners. Your logo will also be incorporated in large Event Day banners. Your company logo will be featured on the back of every participant tee shirt. Yard signs will be placed at the cool down areas. Your logo and website links will appear in the event website and the Triathlon Sign-up websites. Event promotional emails will include your logo with a link to your website. Additional benefits will be listed.

Refreshment Sponsors Tier 2

The Refreshments Sponsor receives recognition for sponsoring all the refreshments at the Pineapple Man Triathlon. Your logo will be incorporated in Event Day banners and yard signs where refreshments are served to participants and volunteers. Your company Logo will be featured on the back of every participant tee shirt. Yard signs bearing your logo will be at every refreshment station. Your Logo and website links will appear in the event website and the Triathlon Sign-up websites. Event promotional emails will include your logo with a link to your website. Additional benefits will be listed.



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GOLD & SILVER SPONSORS TIERS 3 AND 4

- **Gold Sponsors Tier 3 \$500**
 - Gold Sponsors will be recognized as sponsoring all the other activities and materials needed to operate the Pineapple Man Triathlon. Some of these activities and materials are advertising, volunteer development, race timing, waste disposal and sponsor recognition to list a few. Your company Logo will be featured on the back of every participant tee shirt. Yard signs will be placed recognizing each facility item you have sponsored. Your Logo and website links will appear in the event website and the Triathlon Sign-up websites. Event promotional emails will include your logo with a link to your website. Additional benefits will be listed.
- **Silver Sponsors Tier 4 \$250**
 - Silver Sponsors will be recognized as sponsoring all the other activities and materials needed to operate the Pineapple Man Triathlon. Some of these activities and materials are advertising, volunteer development, race timing, waste disposal and sponsor recognition to list a few. Your company name and logo if space permits may be featured on the back of every participant tee shirt. Yard signs will be placed recognizing each facility item you have sponsored. Your Logo and website link will appear in the event website and the Triathlon Sign-up websites. Event promotional emails will include your logo with a link to your website. Additional benefits will be listed.



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