



Partnerships with Triathlon Victoria

Organisations looking for a primarily advertising and web-presence partnership with Triathlon Victoria should consider the following opportunities.

About TV members (and the general triathlon fan)

General member profile:

- Over 87% adult
- 63% male / 37% female
- Looking for equipment advice and discount offers (top 5 response to member benefits wanted)
- More than 50% of members prefer to receive their information and news via a newsletter and 30% through the website and the remainder via social media
- Over 74% live with a partner / or partner and children
- 76% of members have a household income over \$100,000 with over half of this figure above \$150,000

E-news publication

The TV E-news is currently distributed on a weekly basis to over 7500 members, participants, past members and people with a triathlon interest (self-subscribers). It contains a range of human interest stories, pre and post-race reviews, activities at member clubs, upcoming events, etc.

The E-news is viewed directly from the subscriber's inbox and designed to allow individuals to see a contents list of the newsletter and through hyperlinks click directly through to the topic of interest.

Organisations are encouraged to design their marketing material in such a way that it provides either education, a discount offer or has a human interest element for the reader.

Our current rates are:

- 1 x Casual entry \$150 plus GST
- Quarterly (4) x Pre booked entry \$500 plus GST
- Bi-monthly (6) x Pre booked entry \$750 plus GST (1 free)
- Monthly (12) x Pre booked entry \$1500 plus GST (2 free) and also includes the placement of the organisation logo on the right hand banner of the e-news for the year (weekly inclusion)

The E-news deadline is Wednesday at 12noon with the newsletter sent on Friday mornings.

An example of the e-news structure of the following pages (the format and graphics for the E-news are under review and may change slightly in the future)

News headlines and content



E-Newsletter

Triathlon, three times the fun! 2014-15 Season

Welcome to the latest edition of the Tri Vic E-News - the triathlon community newsletter from Triathlon Victoria. You have received this email as a valued member of the Victoria triathlon community.

Inside this week's E-News

- Multiclass competitors shine
- Triathlon Victoria Christmas hours
- Triathlon Victoria's 12 days of Christmas
- Around the Clubs
- Calendar of Events
- 2014-15 Membership





Feature article

Multiclass competitors shine at TeamUp Active Tri!

Race 2 of the Team UP Active Tri series at Mordialloc starred the inclusion of Multiclass Triathlon with Ashwood and Rossbourne School. The weather proved challenging but 53/54 entrants made it to the start line and all successfully completed the course in challenging conditions.

Start to Finish Event Management reported "the highlight for many athletes was certainly the performance of the Multiclass students from Ashwood School and Rossbourne. To see the smiles, high-fives and general laughter all day was truly inspiring. Congratulations to all athletes."

Liz Gosper, fitness teacher at Ashwood School and Triathlon Coach, commented "I am so proud of every athlete and their family for sticking to their commitment to race. Resilience was the key to every child's success. Parents, families and friends and Ashwood teachers supported the day to make it so wonderful. It was a huge effort with families even hiring trailers to transport the tandem and three wheeler bikes.

The CEO of Triathlon Victoria Grant Cosgriff, President, Steven Gatt and office manager Sue Sharples, generously supported us. Penny Edwards from Special Olympics, Ben Rogers Cycling Victoria, Yarra Triathlon Club representatives and Sven Erikson from Disabled Winter Sport also helped us on the day. Anna Mezger, parent from Rossbourne coordinated their school and did a fantastic job.

Ashwood School won a Giant brand road bike for the school to keep. Craig Jensen, from Giant Bikes South Yarra generously donated the bike. Thank you! Spot prizes were awarded to every student, Funkita t shirts and bathers, Giant drink bottles, Total Rush drink bottles, Pg 2 caf  , Richmond, Spotstiks, Parents and Friends Ashwood School and Champion Sports.

An enormous thank you to Julie Tedde and her team at Start to Finish for recognizing the importance of inclusion in sport."

Triathlon Victoria would like to thank everyone involved in training, supporting and providing competitors with equipment and prizes for the race.





Member Offer

Member Offers

Wetsuit trade in offer extended

Thanks to our friends at Aqua Shop, you can still trade in your old Blueseventy wetsuit using a voucher. This offer is available to all Triathlon Victoria members as part of their loyalty program offer. The offer has been extended until 31st December due to popular request. All you need is a "usable" old wetsuit to catch this offer. Remember you must print off and bring the voucher. Voucher available [HERE!](#)



Club news

Around the Clubs

Email membership@trivic.org.au to have your club content included in the next e-news edition.



Bayside Tri Club - Assessment and Altitude Day

Bayside is offering all Tri-Vic members the opportunity to join them in an Assessment and Altitude training day. The day will include VO2 testing and body composition analysis in an Exercise Science Lab, plus a access to a strength training facility and Victoria's first simulated altitude training room.

There will be a 20+% discount on services and the offer can also be used to provide a Gift Certificate for that hard to buy for family member or friend. The Assessment and Altitude day will take part in Notting Hill on Sunday 4th of January 2014. More details on the [Bayside Tri Club website](#) and contact Clint on 0413 300 787 or members@baysidetriclub.com for more details and to book your spot.

Calendar - Upcoming events

To view the current Victorian and national Triathlon Calendars please click [HERE](#). All these events have applied for sanctioning and are in different stages of preparation. To more details of the events please go to the Race Directors website.

Victorian Championships & National Qualifier Events

2014-2015 VICTORIAN CHAMPIONSHIPS & NATIONAL QUALIFIER EVENTS					
14th Dec 2014	Bendigo	Cross	National Qualifier	Tre-X Cross-Triathlon - Australian Championship	Tre-X
18th Jan 2015	Elwood	Sprint	Victorian Championships	Start to Finish Tri Series Race 3	Start to Finish
8th Feb 2015	Geelong	Long	National Qualifier	Ironman 70.3 Geelong - Australian Championship	Ironman Asia Pacific
15th Feb 2015	Elwood	Sprint	National Qualifier	Gatorade Race 3 - Australian Championship	SuperSprint

Echuca Moama Triathlon - 17th January 2015

