BIG APPLE TRIATHLON

Saturday October 9, 2027

PARTNERSHIP OPPORTUNITIES

PARTNER WITH NYC'S MOST EPIC TRIATHLON!

Join us in creating an unforgettable triathlon experience. The Big Apple Triathlon offers unique partnership opportunities for brands looking to connect with dedicated athletes and fitness enthusiasts.

- 2,500 athletes
- 8,500 spectators
- Run through Manhattan and finish in Central Park!
- Bike the West Side Highway with the iconic skyline as a backdrop
- Swim in the Hudson River with a view of the George Washington Bridge in the background



UNPRECEDENTED BRAND EXPOSURE!



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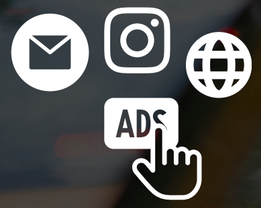
WAYS TO PARTNER WITH US



Title Sponsor

[One Available]

Key Benefits:

- Event naming rights
- Premier branding
- Prominent logo placement on all marketing materials
- Logo inclusion on all apparel and gear
- Media & PR exposure
- Most prominent on-site visibility
- Most prominent digital inclusion
- Speaking opportunities
- VIP/Hospitality access
- Ability to use the Big Apple Triathlon event footage and photos
- Category exclusivity

Presenting Sponsor

[Two Available]

Key Benefits:

- **Naming rights to Sprint or Olympic Triathlon Distances**
- Logo and messaging inclusion on website, press releases, social media, emails, tickets, and event signage
- Exposure in advertising, broadcast, digital, and social media campaigns before, during, and after the Big Apple Triathlon
- Media & PR exposure
- Digital inclusion
- Prominent on-site presence
- VIP/Hospitality access
- Ability to use the Big Apple Triathlon event footage and photos
- Category exclusivity

Supporting Sponsor | Exclusive Rights

Key Benefits:

- Logo inclusion on website, press releases, social media and event signage
- Digital inclusion
- Prominent on-site presence
- Ability to use the Big Apple Triathlon event footage and photos
- VIP/Hospitality access

Vendor Opportunities

Vendor Packages:

- $1,500 all three events (Thursday and Friday packet pickup plus event expo.
- $1,250 20 x 20 space at event finish
- $1,000 10 x 10 space at event finish

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EVENT DEMOGRAPHICS

ATHLETES COMPETING IN THE BIG APPLE TRIATHLON ARE EXPECTED TO TRAVEL FROM EVERY STATE AND SEVERAL COUNTRIES! THIS REPRESENTS THE TYPICAL ATHLETE BASED ON PREVIOUS TRIATHLONS HELD IN NEW YORK CITY.

AGE RANGE: 18 TO 75
MAJORITY AGE RANGE: 28 TO 46
LARGEST AGE GROUP: MALES 35 TO 39
AVERAGE HOUSEHOLD INCOME: MORE THAN $200,000
EDUCATION: 40% UNDERGRAD, 60% GRADUATE



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CONNECTING BRANDS, ATHLETES & COMMUNITIES

For more information reach out to:

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845-943-9990

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BIG APPLE TRIATHLON

Saturday October 10, 2026

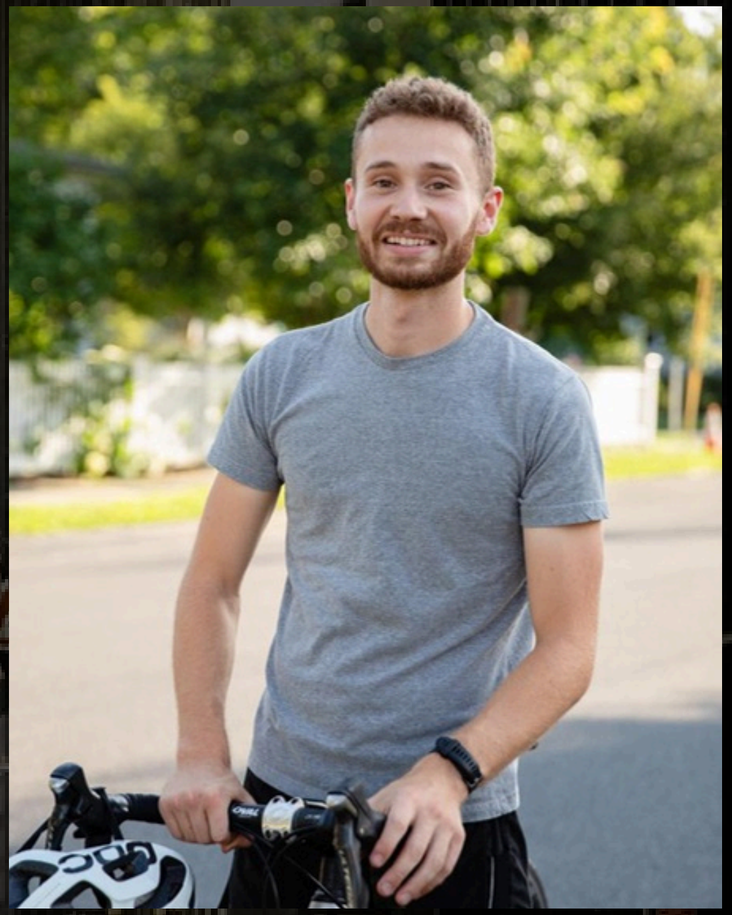
APPENDIX

THE ALPHA WIN TEAM

Tommy Struzzieri, Owner, CEO and Race Director
Tommy's interest in endurance sports started at an early age, going to watch his father race and joining in on early morning track workouts. He was named a USA Triathlon All-American age group triathlete at 12 years old. He continued to focus on running throughout High School and despite several large-scale injuries, ran Division 1 Track and Cross Country at Syracuse University.

In 2020, Tommy took over the family endurance business from his father, rebranding HITS Endurance to Alpha Win, bringing the company into the new decade with fresh energy and vigor. Tommy continues to train in track and road racing, driving himself to be successful both personally and professionally and applying his passion and dedication for endurance sports into all aspects of Alpha Win.

Tommy is a USAT-certified race director and has served as a Board Member on the USAT Multisport Committee. His races have been selected multiple times to host USAT Championship Events, including the USAT New York State Championship at Alpha Win Lake George in 2022, 2025, and 2026, USAT High School Championship at Alpha Win Lake George in 2023, 2024, and 2025, USAT Military and First Responders National Championships at Alpha Win Palm Springs in 2023 and 2024, and USAT California State Championships at Alpha Win Napa Valley Spring in 2024 and 2025.



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THE ALPHA WIN TEAM

Tom Struzzieri, Founder and Race Course Manager
In 1977, Tom Struzzieri founded what would become the largest equestrian show jumping company in the world, HITS Horse Shows. With the approach of “Grass Roots to Grand Prix,” Tom changed equestrian sport by offering competitive opportunities for riders at all levels. HITS offered the most prize money ever with its $1 Million Grand Prix held at three venues from 2010 through 2019. HITS was chosen to host multiple international championships including FEI (Federation Equestre Internationale) Nations Cup, World Cup, and Olympic Qualifying events.

In 2011, Tom combined his passion for events with his personal interest in a healthy active lifestyle and founded HITS Endurance, the predecessor to Alpha Win. With the mantra “A Distance For Everyone®,” Tom brought his innovative competitive format to triathlon, where he offered as many as five race distances in a weekend, from an Open introductory race to a 140.6 distance. Under his son’s direction, HITS Endurance, now Alpha Win, carries on this approach, reaching a broad range of athletes at its twelve races across the country.

Tom has served on the Board of Directors and Show Management Committee of US Equestrian, the NGB for Equestrian Sport, and has served on numerous boards and committees for regional and state equestrian associations.



ALPHA

THE ALPHA WIN ATHLETE

10k+ ATHLETES

OUR ATHLETES

Alpha Win athletes are a highly sought after demographic to any business. They are goal-oriented individuals who are successful in sport and in life. They enjoy what they are doing and like to share that information within their work and peer groups. Athletes view triathlon as a lifestyle as much as a sport. Here are a few facts and key points about them:

College Educated

More than 80% have a 4-year degree or higher; good decision makers

Married

Over 70% are married or in a domestic relationship; steady, focused household

High Household Income (HHI)

71.5% of our athletes have $100,000 HHI; close to 12% are more than $200,000; they are ready, knowledgeable consumers

Travel to Race

94% of respondents plan to travel outside their community to race; 68% indicate they will travel at least 1,000 miles to their next triathlon; they take action when something is important to them

Active Lifestyle Advocates

90% of respondents race at least 2X each year with 55% expected to race up to 9X every year; return customers for triathlon-related products & services



ALPHA

ALPHA WIN BY THE NUMBERS

ANNUAL ON-SITE EXPOSURE

10K
Athletes

30K
Spectators

LOCATIONS

10+
Destinations

EXPERIENCE

40+ Years
Event
Management

DIGITAL MARKETING

200k
Alpha Win
Email List

1 Million
Lifetime
Views

50K
Followers on
Alpha Win
Social Media

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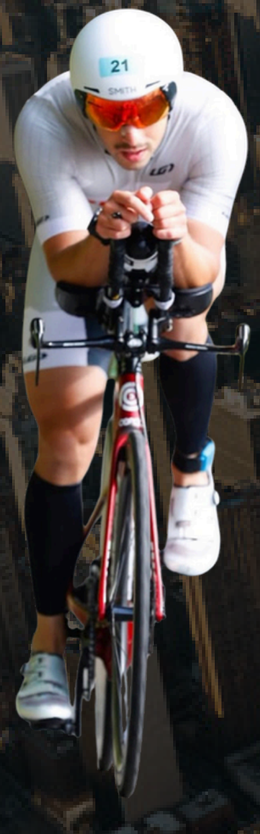
THANK YOU





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