



HOOT LAKE TRIATHLON

YMCA of the Northern Sky
Fergus Falls, MN

**SUNDAY
JULY 27
2025**





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The Hoot Lake Triathlon attracts individual athletes and clubs of all ages and experience levels.

Triathlons are a growing sport that bring fun, excitement and people to communities. They foster a sense of togetherness, showcase their local environment and businesses, and highlight the benefits of physical activity and mental resilience. The Hoot Lake Triathlon is no exception, offering both Sprint and Sprint Relay Team divisions. Last year's event brought athletes from three states!

RACE OBJECTIVES

The Hoot Lake Triathlon aims to:

- > Meet sponsorship goals and sponsor expectations
- > Increase visibility for sponsors through marketing and promotion efforts
- > Create excitement around the event to encourage and increase registration
- > Create a fun, memorable experience for athletes, supporters and sponsors

SUNDAY, JULY 27, 2025

Conveniently located at the Hoot Lake Public Access,
1 Mile NE of Fergus Falls on County Highway 1.



EVENT VISION & BENEFITS

The vision and goals of the Hoot Lake Triathlon is to provide a great event for athletes, help promote and enhance the sport of the Triathlon, and bring LIVESTRONG® to the Fergus Falls community in September 2025. All proceeds from the event will support the future of the LIVESTRONG® at the YMCA program in Fergus Falls, MN.

LIVESTRONG® at the YMCA is a 12-week physical activity program designed to help adult cancer survivors regain strength through exercise.

It equips those living with, through, or beyond cancer to get back on their feet and connect with other survivors. Participants and their support partner enjoy free exercise regimens catered to their individual needs. Sessions are led by certified fitness instructors. Instructors are trained in cancer survivorship, post-rehabilitation exercise, and supportive cancer care.

Participants significantly increase physical activity, overall quality of life and fitness performance as well as decreases in cancer-related fatigue.

SPONSORSHIP OPPORTUNITIES

We'd love your support! A variety of event sponsorship opportunities are available. By being a valued sponsor, your company will be showcased to the greater Fergus Falls community, and the Fargo, West Fargo, Moorhead community.

Your company will be featured on Hoot Lake Triathlon marketing materials and promotions, website and will be publicly recognized during the event. Not only does it bring you recognition, it also helps make the event a success and provides support to non-profit programming.*

(The YMCA of the Northern Sky is a 501 (c) (3) and your donation may be tax deductible.)



120 
ATHLETES IN 2024.

**Plus many spectators
and volunteers!**

