



HOOT LAKE TRIATHLON

YMCA of the Northern Sky
Fergus Falls, MN

CELEBRATING 30 YEARS!



**SUNDAY
JULY 26
2026**





The Hoot Lake Triathlon attracts individual athletes, tri clubs, and relay teams of all ages and experience levels.

Triathlons are a competition sport that brings 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.

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 26, 2026

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 support our new LIVESTRONG® at the YMCA program in the Fergus Falls community.

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

The program 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 reduction in cancer-related fatigue.

All proceeds from the event will support the future of the LIVESTRONG® at the YMCA program in Fergus Falls, MN.

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 a501(c)(3) and your donation may be tax deductible.



200+ ATHLETES IN 2025

Plus many spectators
and volunteers!

2026 HOOT LAKE TRIATHLON SPONSORSHIPS

Sponsor Levels 2026	Presenting Sponsor \$5,000 Limit 1	Olympic Sponsor \$2,500 Limit 2	Finish Line Sponsor \$2,000 Limit 1	Swim Cap Sponsor \$1,000 Limit 1	Run Sponsor \$850 Limit 1	Bike Sponsor \$850 Limit 1	Swim Sponsor \$850 Limit 1	Hydration Sponsor \$850 Limit 2	Medical Sponsor \$850 Limit 1	Post-Race Party Sponsor \$850 Limit 3	Gold Sponsor \$500 NO LIMIT	Silver Sponsor \$375 NO LIMIT	Bronze Sponsor \$250 NO LIMIT	Buoy Sponsor \$200 Limit 6	In-Kind/ Gift Sponsor NO LIMIT
Recognized as Presenting Sponsor on all Press Releases, Handouts, Posters, Flyers, and Signage	X
Award Ceremony Participation	X
Company Logo on Race T-Shirt	X	X	X	X
Recognized on YMCA Social Media	X	X	X	X	X	X	X	X	X						
Company Name on Volunteer T-Shirt	X	X	X	X	X	X	X	X	X	X
Complimentary Individual Triathlon Registrations	2	2	1	1	1	1	1	1	1	1
Company Logo on Event Signage	X	X	X	X	X	X	X	X	X	X	X
Recognition on Race Website	X	X	X	X	X	X	X	X	X	X	X	X	X
Race Day Announcements	X	X	X	X	X	X	X	X	X	X	X	X	X
Opportunity to have 10x10 Booth at Event	X	X	X	X	X	X	X	X	X	X	X
Opportunity to Provide Advertisements/Coupons in Race Bags - Provided by Company	X	X	X	X	X	X	X	X	X	X	X	X	X	X	...
Display Company Banner on Race Day - Provided by Company	X	X	X	X	X	X	X	X	X	X	X	X	X	X	...
Company Logo/Yard Sign Prominently Displayed on each route - Provided by Company	X	X	X	X	X	X	X	X	X	X
Company Logo on Swim Cap	X

