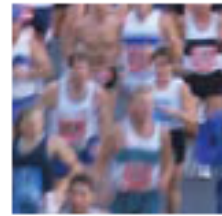


# HyVee. TRIATHLON 2007

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# HyVee TRIATHLON 2007



## CONCEPT:

Develop a high profile, well recognized health and fitness event designed and marketed to position ourselves and our community as the outstanding entity it is. Organize the event to encompass all age groups, physical abilities and the entire family.

# **HyVee. TRIATHLON 2007**

**Triathlon was the triumph of the Sydney Olympic Games**

**Now, triathlon is the Olympic sport of the future**



# HyVee TRIATHLON 2007

## Why Olympic Distance?

	<u>Olympic Distance</u>	<u>Iron Man Distance</u>
Swim:	.9 miles	2.4 miles
Bike	24.8 miles	112.0 miles
Run:	6.2 miles	26.2 miles

# **2006 WORLD CUP TRIATHLON EVENTS**

- Doha, Qatar
- Aqaba, Jordan
- Mooloolaba, Australia
- Ishigaki, Japan
- Mazatlan, Mexico
- Madrid, Spain
- Richards Bay, South Africa
- Edmonton, Canada
- Corner Brook, Canada
- Salford, United Kingdom
- Tiszaujvaros, Hungary
- Hamburg, Germany
- Beijing, China
- Cancun, Mexico
- New Plymouth, New Zealand
- Des Moines, Iowa in 2007

# **HyVee. TRIATHLON 2007**

## **ITU WORLD CUP STATUS**

- **Must be ranked in the top 125 to qualify**
- **The top 75 men, 75 women will be allowed to enter**
- **Olympic Field 55 men, 55 women**
- **75 federations throughout the world**
- **ITU appointed governing body of the International sport by the IOC**

# HyVee. TRIATHLON 2007



## EVENT SANCTIONING

**ITU (International Triathlon Union)**

**USAT (USA Triathlon)**

**USOC (US Olympic Committee)**

**IOC**

**(International Olympic Committee)**



# Largest Prize Purse in Triathlon History



## PROFESSIONAL PURSE

**\$700,000**

	Men	Women	Total
1	\$200,000.00	\$200,000.00	\$400,000.00
2	\$40,000.00	\$40,000.00	\$80,000.00
3	\$25,000.00	\$25,000.00	\$50,000.00
4	\$15,000.00	\$15,000.00	\$30,000.00
5	\$12,500.00	\$12,500.00	\$25,000.00
6	\$10,000.00	\$10,000.00	\$20,000.00
7	\$9,000.00	\$9,000.00	\$18,000.00
8	\$7,000.00	\$7,000.00	\$14,000.00
9	\$6,000.00	\$6,000.00	\$12,000.00
10	\$5,500.00	\$5,500.00	\$11,000.00
11	\$5,000.00	\$5,000.00	\$10,000.00
12	\$4,500.00	\$4,500.00	\$9,000.00
13	\$4,000.00	\$4,000.00	\$8,000.00
14	\$3,500.00	\$3,500.00	\$7,000.00
15	\$3,000.00	\$3,000.00	\$6,000.00
<b>Total</b>	<b>\$350,000.00</b>	<b>\$350,000.00</b>	<b>\$700,000.00</b>



**HyVee.** TRIATHLON 2007

**HUMMER®**

LIKE NOTHING ELSE.™



# HyVee. TRIATHLON 2007



## RACE DIRECTOR

### Bill Burke

- New York, New York  
USA Triathlon Nationals
- New York, New York  
ITU World Cup
- Honolulu, Hawaii  
ITU World Cup
- Bellingham, WA  
United States 2004 Olympic Triathlon Trials

# HyVee TRIATHLON 2007

## SCHEDULE OF EVENTS

### Saturday, June 16, 2007

- Iowa Outdoor Wellness Adventure
- Mini-Tri (Kids 5-12)
- Junior National Championship
- US vs. Canada Junior Nationals & Pro Am

Cancun 2006 BG Triathlon World Cup  
Copyright: Frank Wechsel, spomedis / triathlon.org



# HyVee TRIATHLON 2007



## SCHEDULE OF EVENTS

### Sunday, June 17, 2007

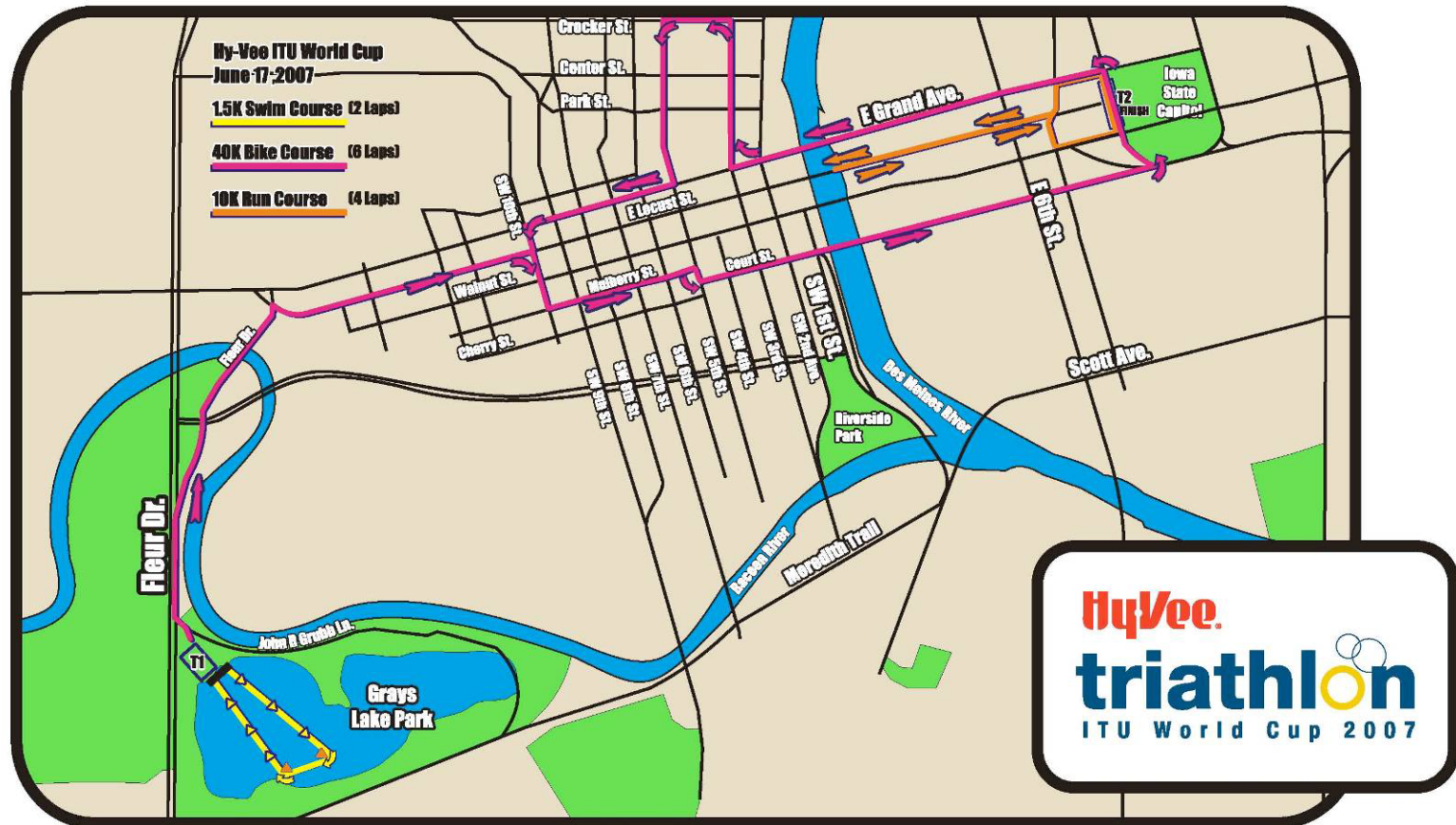
- Iowa Outdoor Wellness Adventure
- Age Group (Amateur) Triathlon
  - 2,000 participants
  - Relay Teams
- Elite Group (Professional) Triathlon
  - ITU Women
  - ITU Men





# HyVee TRIATHLON 2007

## Proposed Elite Course



# HyVee. TRIATHLON 2007

## MARKETING CAMPAIGN

➤ NBC



➤ National one hour broadcast  
– July 15, 2007



# HyVee TRIATHLON 2007



[hy-veetriathlon.com](http://hy-veetriathlon.com)

We have developed a best of class website to promote our city and our event. Our site will handle registration, sponsorships and introduce participants to our city.

# HyVee TRIATHLON 2007

*Join Us!*

- Register
- Volunteer
- Learn More
- Visit: [hy-veetriathlon.com](http://hy-veetriathlon.com)

*See You at the Finish Line on 6.17.07*