

**RESOLUTION**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the City Council declares that the expenditure of District 2 discretionary funds in an amount not to exceed \$1000.00 to be used towards the costs of traffic control and related services for the Mighty Mujer Triathlon to be held on April 28, 2012, which provides women in El Paso the opportunity to participate in the City's first all female triathlon and allows the City to have its logo (seal) displayed and promote upcoming City events and sports facilities through the distribution of brochures to the participants serves a municipal purpose and is authorized.

Dated this 31<sup>st</sup> day of January 2012.

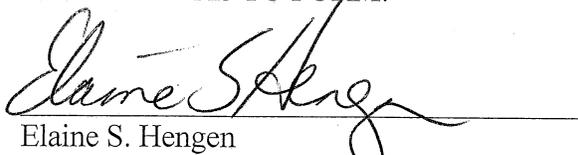
CITY OF EL PASO

\_\_\_\_\_  
John F. Cook, Mayor

ATTEST:

\_\_\_\_\_  
Richarda Duffy Momsen  
City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Elaine S. Hengen  
Senior Assistant City Attorney

# SPONSORSHIP OPPORTUNITIES

MIGHTY MUJER TRIATHLON - APRIL 28, 2012



## MIGHTY MUJER TRIATHLON

El Paso's first all-female triathlon will take place on April 28, 2012, offering area women a fun, supportive, and empowering event. The beginner-friendly USA Triathlon-sanctioned "supersprint" race will take athletes through the heart of the city. Mighty Mujer Tri will invite individual competitors to form teams in categories such as "girlfriends," "mother-daughter," and "family." Chip timing, fantastic volunteers, tech shirts and more will make Mighty Mujer Triathlon an athlete favorite.

## ABOUT RACE EL PASO

Race El Paso produces high-quality endurance and multisport races in the El Paso region. In a short time, Race El Paso has earned top ratings from athletes for its well-organized, athlete-centric races. In addition, Race El Paso has introduced hundreds of beginners to their first triathlon or running event by paying special attention to first-time participants.

## TRIATHLETES IN EL PASO

- Average age of female participants: 36
- 59% female participants are 30-49 years old
- 55% have annual household incomes \$75,000+

## WHY SPONSOR MIGHTY MUJER TRI?

The female triathlete market is booming. In El Paso, the Mighty Mujer Triathlon offers female triathletes a chance to race in an encouraging, beginner-friendly environment. With high rates of diabetes and obesity in the area, the event also pushes local women to get active and train in groups to stay motivated. Race sponsors reach women with discretionary income, including many professionals and business owners.

*With hope,  
become mighty.*

## BENEFITING THE CENTER AGAINST FAMILY VIOLENCE

The Mighty Mujer project began in 2010, when women cyclists were featured in a calendar. Funds raised from calendar sales went to the Center Against Family violence, which aims to provide hope for those affected by domestic violence and create a safer and healthier El Paso community. *With hope, become mighty.*

### GOLD

( \$5,000 - 2 AVAILABLE )

Logo on athlete shirt, logo and link on Race El Paso website, logo on printed and web promos (posters, postcards, ads); 4 event entries; banner displayed at race; promo item in goodie bag; logo with link in 3 Race El Paso 2012 newsletters; announcement at event; optional branded item.

### SILVER

( \$2,500 - 3 AVAILABLE )

Logo on athlete shirt, logo and link on Race El Paso website, logo on printed and web promos (posters, postcards, ads); 2 event entries; banner displayed at race; promo item in goodie bag; logo with link in 2 Race El Paso 2012 newsletters; announcement at event.

### BRONZE

( \$1,000 - 5 AVAILABLE )

Logo on athlete shirt; logo and link on Race El Paso website; 1 event entry; banner displayed at race; announcement at event; promo item in goodie bag; logo with link in 1 Race El Paso 2012 newsletter; announcement at event.

*\* Please contact us about Title and In-kind sponsorship availability.*



RACE EL PASO 915.433.3439 • raceelpaso@gmail.com • raceelpaso.com