

Personal letter from Max:

Before training for my first triathlon last fall, actually completing one seemed ridiculous and unrealistic. I think those assumptions are what made finishing my first so satisfying. Also, participating and training as a team made it more rewarding, since I have been a lifelong participant in team sports. This triathlon series is for all levels, so they can feel the personal accomplishment and the bond that can arise from competition and fellowship from other athletes competing for the same goal. Please join me on Team TriMax as we compete and raise money for charity with "Tri's to the Max".

- Max



SPONSORSHIP OPPORTUNITIES

“To The Max” Charitable Foundation will launch the exciting and inspirational ‘Tri’s to the Max’ Event on September 27, 2009.

Event includes Team participation in a Sprint Triathlon and Post Race Party.

The Tri Max team is made up of novice, intermediate, and first time triathletes to compete and raise awareness and funds for deserving organizations benefiting children!

Team Tri Max will be captained by Former Patriot Max Lane and another former Professional Athlete and/or National/Local Celebrity.

CELEBRITY PARTICIPANTS

Triathlon Team Members may include Former Patriots Max Lane, Ted Johnson, ESPN’s Steve Levy, and WAAF’s Lyndon Byers, Comedian and Rescue Me Star, Lenny Clarke, HGTV’s Carter Oosterhouse,

Donations and Registration available at
<http://www.active.com/donate/teamtrimax>

or www.TotheMaxFoundation.org



ABOUT TO THE MAX CHARITABLE FOUNDATION

The funds raised by To the Max Foundation Events will go to selected charities, in which Max has supported for over a decade.

The mission of the “To The Max Charitable Foundation” is to seek and employ creative fund-raising opportunities, which allows donors, of every level, the opportunity to give and feel the rewards of giving, while helping some of the charitable organizations Max enjoys supporting.

“To The Max” Charitable Foundation has applied and is awaiting final approval for 501-C3 status.



“TO THE MAX” CHARITABLE ORGANIZATIONS

To The Max Foundation employs creative fund-raising opportunities, which allows donors of every level to support some of the charitable organizations Max has enjoyed supporting for over a decade.

Hull Sports is at financial risk of losing all programs. We believe sports are a crucial component in the overall development of children.

The Seat Swap is a local non-profit organization, which allows ticket holders to donate tickets for sporting events to children and their families who might otherwise not be able to attend.



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MEDIA & PROMOTION

To create significant local and regional buzz for To The Max Foundation, through tris to the Max, a publicity and media campaign will be targeted to Boston's radio and television stations, newspapers, social networks, magazines along with, print and Additional online vehicles.

The event will have mentions on NECN, WAAF and will also include advertising valued at over \$10,000.

Press materials will be submitted to local and regional media outlets.

Past Media Partners have included:



For media inquiries please contact info@tothemaxfoundation.org



SPONSORSHIP REWARDS

Sponsoring Tri's to the Max provides you a unique opportunity to be a part of a series of events that is for a good cause but also good fun. By becoming a sponsor of this event, you will not only be giving your business incredible exposure, but you will ensure that the work of "To The Max" Charitable Foundation is supported and can continue its charitable mission.

Post Race After Party will be held at the Red Parrot on Nantasket Beach, 258 Nantasket Ave, Hull, MA.

Post Race Party includes Live Music, Drinks, Silent Auction, Raffle, Door Prizes, Celebrity Meet and Greet and plenty of TVs to watch the Pats beat Atlanta!

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Sponsorship Levels

Platinum

SPONSORSHIP - \$2,000

- Name and logo on all Team Shirts and additional apparel
- Mention on all Press Releases and Media Outreach including live feeds
- Name and Company Logo on all print collateral and online
- Direct link on To the Max Foundation Website
- Private Meet and Greet with Celebrities and Team
- Reserved Spot on Team TriMax-

Gold

SPONSORSHIP - \$1,000

- Name and logo on all Team Shirts
- Mention on all Press Releases and Media Outreach including live feeds
- Name and Company Logo on all print collateral and online
- Meet and Greet with Celebrities and Team Members

Silver

Sponsorship -\$500

- Name of company on all print collateral and online

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SCHEDULE OF EVENTS

September 27, 2009 12:00 P.M. – Fantastic Nantasket Beach Triathlon – Hull, MA.
¼ mile swim – 10 mile bike – 3 mile run

Post Race Party
Doors Open at Red Parrot at 11:00
Post Race Activities Run from 12:00- 7:00

Reserve your tickets and secure your sponsorship online at:
<http://www.active.com/donate/teamtrimax>

Past Media Partners have included:



For media inquiries please contact info@tothemaxfoundation.org



FOR FURTHER EVENT SPONSORSHIP INFORMATION PLEASE CONTACT

The Tri To The Max Event Team

Email

info@tothemaxfoundation.org

Official Website

www.tothemaxfoundation.org

Checks can be mailed and payable to:

To the Max Charitable Foundation

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Byfield, MA. 01922