



PATHWAY PARTNERS PROPOSAL

In 2 Adventure and the TreX Cross Triathlon Series are proud to have been awarded the rights to host the 2016 ITU Cross Triathlon World Championships in the Snowy Mountains, NSW in November 2016. As an organisation we are keen to provide the opportunity for as many Australians as possible to take part in a world championships staged on Australian soil.

To achieve this, the key strategy is the development of our 'Pathway Partner' program aimed at connecting local training organisations, squads, coaches and clubs throughout Australia with potential competitors, to provide them with the necessary training, skills and preparation to qualify for the Australian team.

We are currently looking to build a relationship with 'Pathway Partners' who will assist athletes from all levels, from beginners to elites to achieve their aspirations of representing Australia at a world champs on home soil. We have outlined details below about how your club, squad or organisation can become involved.

BECOME A PATHWAY PARTNER

1. Choose the Pathway Partner opportunity that's right for you.
Please see over page
2. email us at info@in2adventure.com.au and we will send an application form
3. Return the completed form via email to info@in2adventure.com.au
4. We will contact you via email to confirm the details.

MORE INFORMATION

Contact the team at:

E: info@in2adventure.com.au

W: trextriathlon.com.au



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OPTION 1: PREMIUM PATHWAY PARTNER BENEFITS

- **Free Entries:** one free solo entry to each TreX event.
- **15% TreX Entry Discount:** for registered club / squad members.
- **Priority Listing:** premium partner listing on the 2016 world champs pathway web page.
- **Training Promotion:** details of training programs, team logo, promotional paragraph and website link listed on the pathway web page.
- **eNews & Social Media:** 2 promotions per month for any specific training programs for the world champs or qualification races.
- **Web Promotion:** team logo, image and promotional paragraph on the pathway web page.

CONTRIBUTION

- \$250
- **Training Articles:** contribute one article per month (500-1000 words) for web content marketing.
- **Share ALL Social Media:** published by In 2 Adventure about the TreX Cross Tri Series.
- **Social Media Post:** write one dedicated social media post per month promoting the TreX series, Qualification Races or World Champs including #TreXTri.
- **Event Representative:** at least one representative will attend each TreX event hosted in the state of residence.
- **Post Race Report:** write a short post-race report after each event and publish on social media tagged with #TreXTri
- **Web Promotion:** promote the TreX Series on your website.
- **General Promotion:** promote the TreX Series to members with posters, flyers and eNews.

OPTION 2: PATHWAY PARTNER BENEFITS

- **Free Entries:** one free solo entry to each TreX event.
- **10% TreX Entry Discount:** for registered club / squad members.
- **eNews & Social Media:** promotion in one eNews and social media post

CONTRIBUTION

- **Training Articles:** contribute one article every 2 months (500-1000 words) for web content marketing.
- **Share ALL Social Media:** published by In 2 Adventure about the TreX Series.
- **Social Media Post:** write one dedicated social media post per month promoting the TreX series, qualification races or world champs including #TreXTri
- **Event Representative:** at least one representative will attend each TreX event hosted in the state of residence.
- **General Promotion:** Promote the TreX Series to members via website, posters, flyers and eNews.

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