



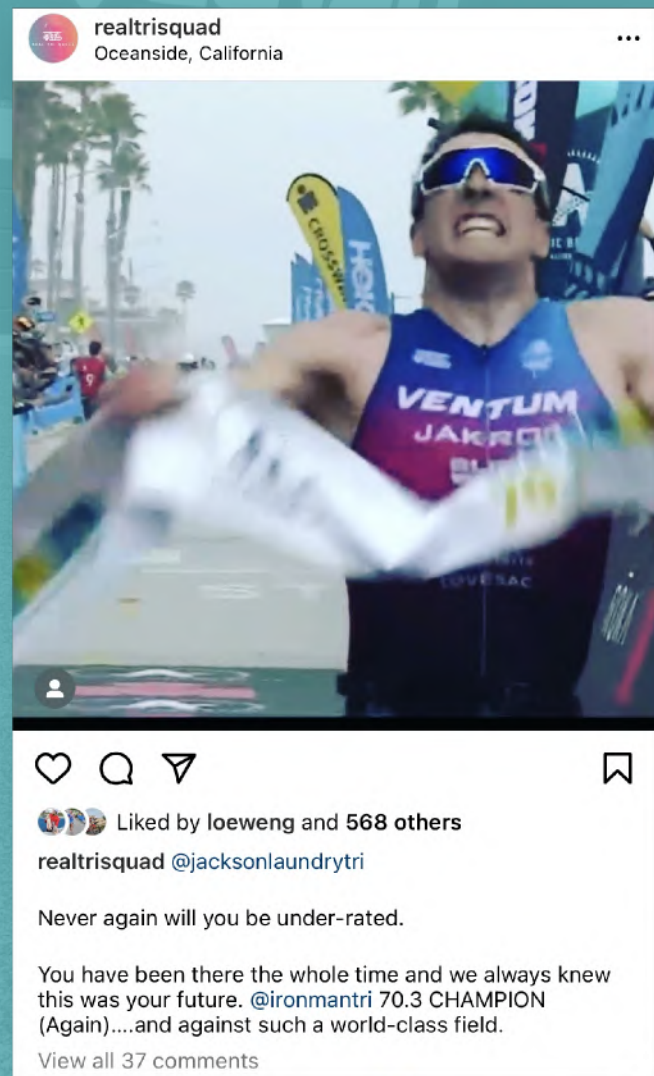
R E A L T R I S Q U A D



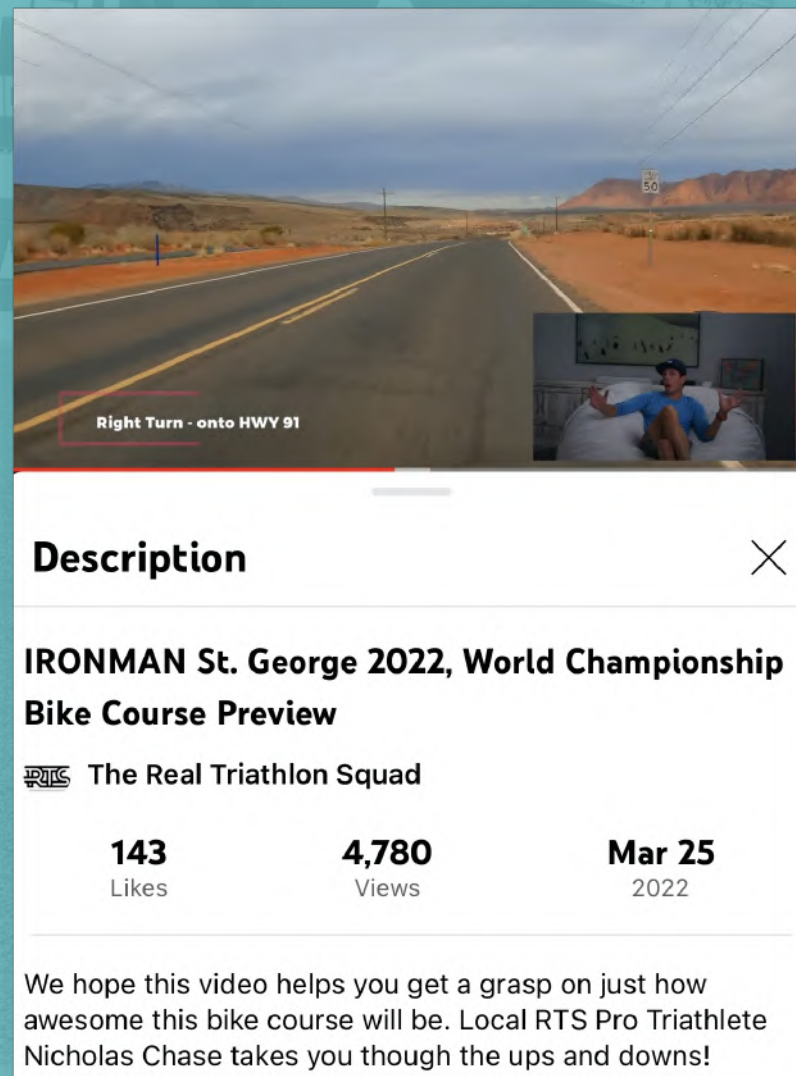
***OUR MISSION
IS TO
POSITIVELY
IMPACT THE
DAILY LIFE OF
EVERY
ENDURANCE
ATHLETE***

HOW WE DO THIS

THROUGH GENERATING MEMORABLE CONTENT we aim to engage and inspire others to get outdoors and get moving. It doesn't matter what you do, so long as you do something.



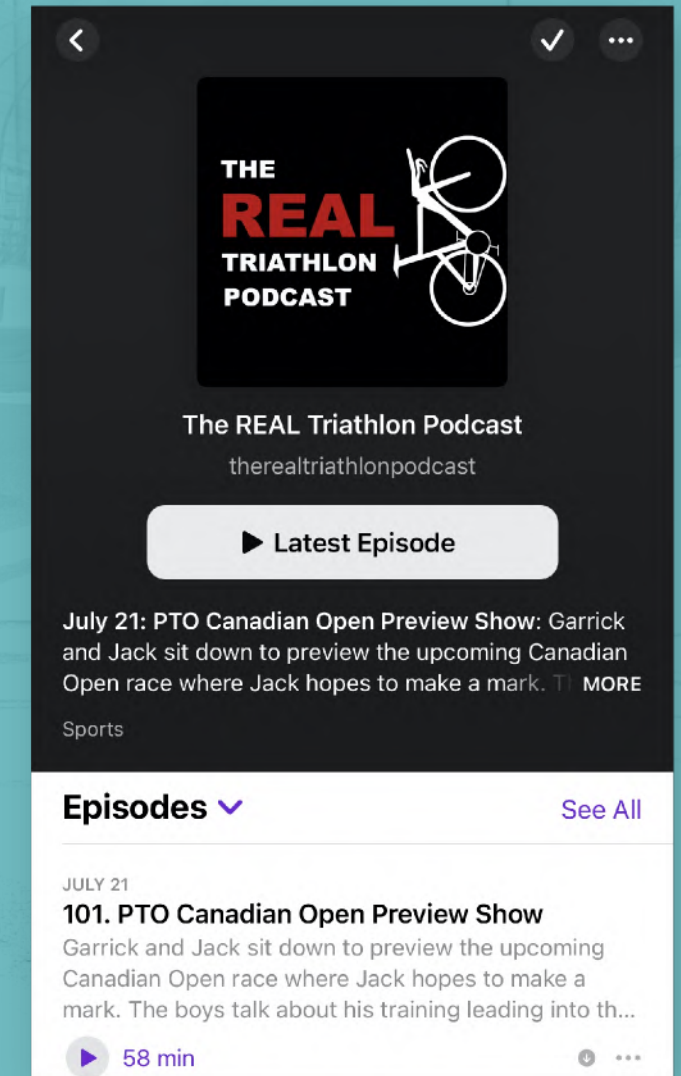
THROUGH SHARING HONEST LESSONS-LEARNED we aim to demonstrate that training is not linear. There are ups and downs and our paths are never straight.



THROUGH HELPING OUR VETTED PARTNERS GROW while we grow too, expanding our reach and influencing more people in a positive manner.



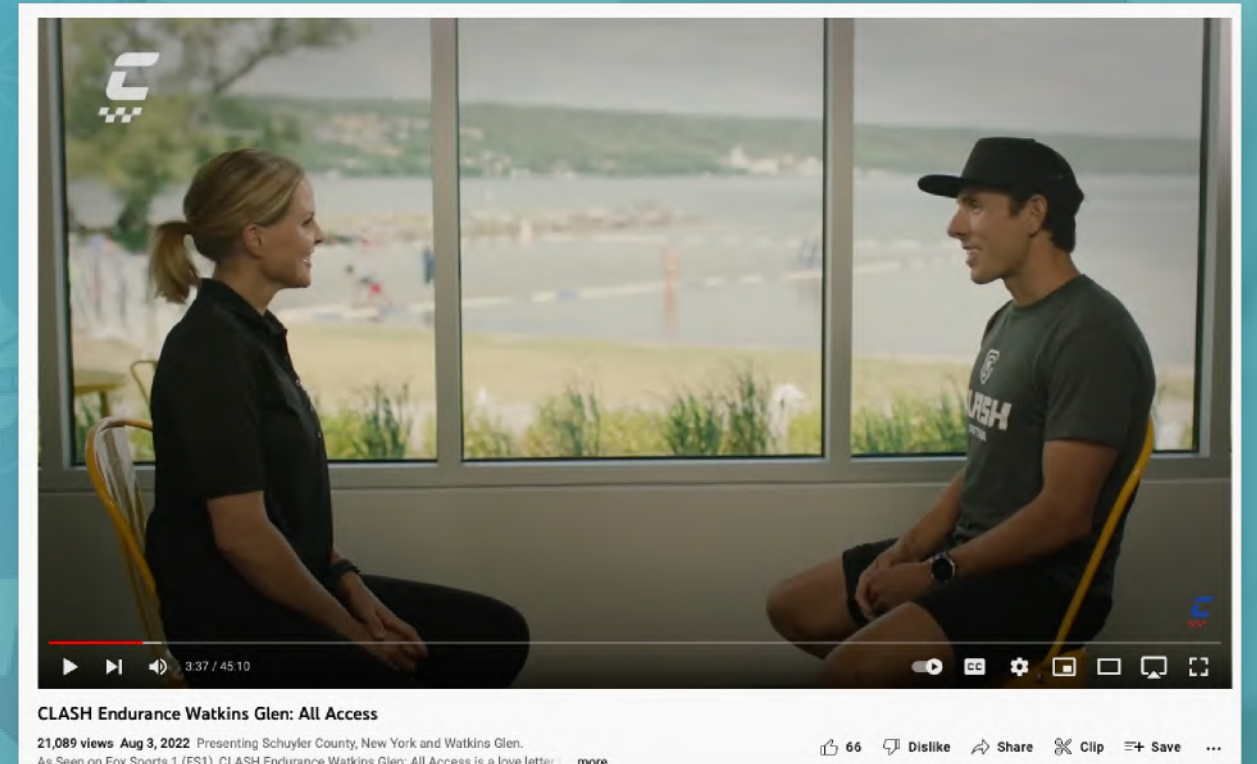
THROUGH ADDING TANGIBLE VALUE TO EVERY ATHLETE ALONG THE WAY by selecting partners that we believe in and share our core values via YouTube, Social media and direct coaching, we send a LOUD message!



MARKET REACH AND POTENTIAL

OUR REACH

- Featured in 10-15 broadcasted events annually = Millions of views
- YouTube Channel - 31k Subscribers
- Social Media Follower-ship over 1.5 Million
- World-wide reach, every demographic represented.
- Featured on FOX Sports.
- Podcast with over 75,000 downloads.
- Additional collaboration with Superleague Triathlon
- Embedded with key photographers and creators for commercial-level-content.



Nicholas Chase



COMPANY STORY

The Real Tri Squad was founded by Nicholas Chase, with the help of Jackson Laundry in 2020 as a way of supporting his fellow professionals during the COVID pandemic.

In their first 3 years competing as team they have seen tremendous success with:

- 2 x IRONMAN 70.3 wins
- 8 X IRONMAN 70.3 podiums
- 4 X IRONMAN 70.3 top 10 finishes
- 2 x PTO Canadian Champ selections
- 3 x PTO Collins Cup Selection
- Multiple network TV appearances

Using 13 years of leadership with the United States Air Force combined with a collective hive mind of driven athletes, Real Triathlon Squad has become the team to beat!

COMPANY STORY

Adam Meredith joined RTS in 2022 with the unashamed goal of helping Nick grow RTS into the worlds most successful triathlon team. Adam and Nick have been friends since 2019 when they met on a training camp in California.

Professionally Adam has spent the last 20 years in the real estate industry, working in Europe and Africa before settling with his family in Chicago. Transitioning through sales, construction and finally into running a successful multifamily portfolio in the City of Chicago. Adam is fortunate enough to be at the point where his passions are now his drivers and his attention can turn to his family and endurance sport.

Adam discovered triathlon in 2012 after injury forced his retirement from a 19 year amateur rugby career, where he reached the USA National Club Championships in 2011. Since then Adam has competed in all triathlon distances and has worked part time as an endurance coach and cycling instructor under the mentorship of some of the worlds best athletes and world champions.

Adam Meredith



THE SQUAD

PROFESSIONAL SQUAD

6-8 professional athletes that are regular podium contenders and world champion contenders. RTS will support these athletes the most financially, so they can focus on training and winning.



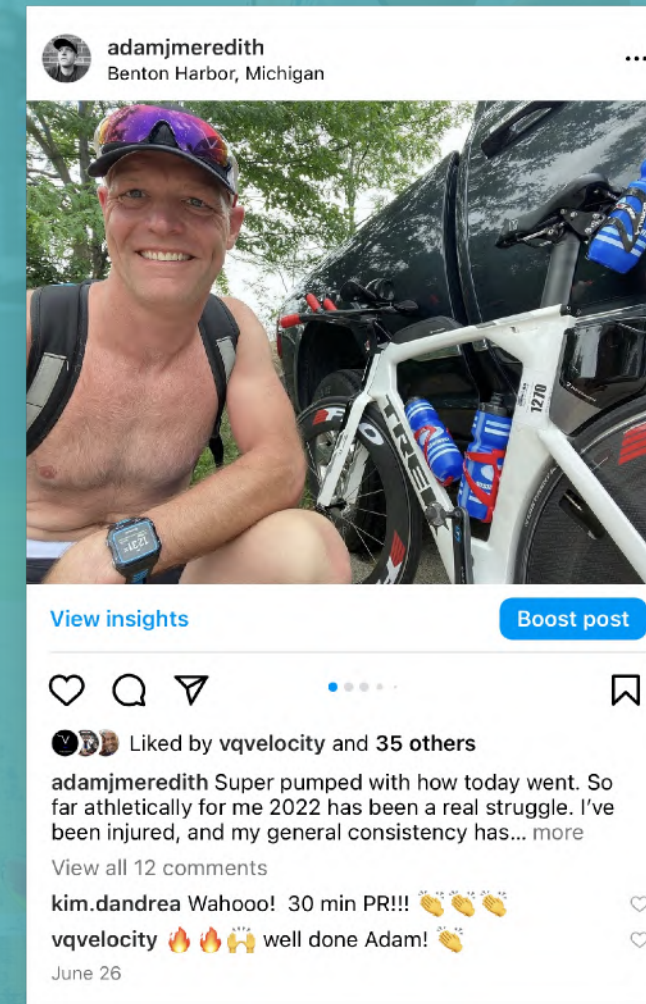
DEVELOPMENT SQUAD

12-16 diverse individuals that will consist of professional athletes, high potential amateur's, influencers and cross sport/hybrid athletes.



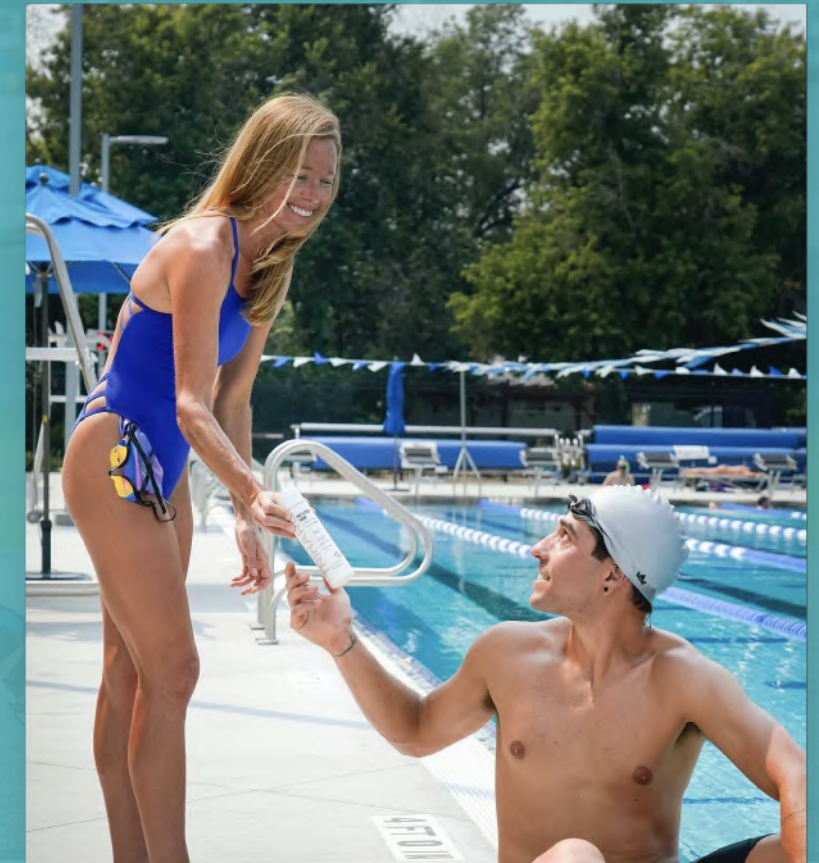
AGE GROUP SQUAD

75 dedicated age group athletes. They will act as brand ambassadors and our biggest fans. They will compete together as a club in the IRONMAN TriClub Division VI



MENTORS/COACHES

Coaches that will act as mentors to the entire squad. These individuals will be very experienced in the world of endurance sport and have their own following independent of that of RTS.





WHAT MAKES US DIFFERENT ?

Currently endurance sport is dominated by the few athletes that are able to attract the biggest contracts by winning the biggest events. These few individuals receive the majority of the dollars in the sport, leaving most professional endurance athletes fighting over the scraps.

We aim to take that money and spread it across an entire team, paying our top athletes a living wage, supporting our developmental athletes and providing our partners with much more exposure than any individual athlete ever could. All the while promoting diversity and inclusivity within our sport.

We intend to be sustainable as a team by developing the next generation of world champions while simultaneously supporting our existing contenders and searching for the brightest stars of the future. We will do this by being the only team to seamlessly integrate:

- Mentors/Coaches; 2 individuals
- Elite Pro Team; 6-8 individuals
- Developmental Team; 12-16 individuals
- Devoted age group squad; < 75 individuals
- Non-profit partnerships and sports development

MAKE A STATEMENT

Wellness starts at the top and when CEO's invest in their employees, mountains can be moved.

As part of our relationship with you, we can create a custom corporate wellness package for you and your employees.

This can be as specific as designing individual training plans or as general as travelling to you for speaking events and wellness weekends.

RTS can lead by example and help coach, inspire and overcome workplace obstacles. We can lead courses, provide monthly routines and visit your place of business for optimal engagement. We will work with your scope as a *Naming* or *Main* sponsor and help impact lasting change within your corporation.

Partnering with us will set a higher standard, improve productivity and increase group cohesion.



ENDURANCE ATHLETE DEMOGRAPHICS

- According to the New York Times, the average ING New York City Marathon runner's **household income was \$130,000**. USA Triathlon reports the average triathlete's **household income is \$126,000**.
- A 2006 Runner's World subscriber study indicated their average subscriber had a **household income of \$139,000** and an average **household net worth of \$943,000**.
- A USAT conducted survey in 2019 revealed that of its members last year, only **1.41% of the athletes who responded, identified as Black or African-American**.
- In 2015, **37% of USA Triathlon (USAT) triathletes were women**, up from only 20% in 2000. Of registered women triathletes, over 53% are between 30-50 years of age.
- In the 2009 USAT Membership Survey, the largest age group was comprised of those 35-39 years of age. However, in the 2016 study, **the largest age group is now those ages 45-49**.
- Over **80% of survey participants have a 4-year college degree or higher**. Nearly one-third also have a master's degree. Just over 5% of respondents have their doctorate.

WHAT YOU GET FROM US

	Product Partner	Main Sponsor	Naming Rights
Product used by Elite Pros	X	X	X
Quarterly IG mention	X	X	X
Product available in team store	X	X	X
Product available to all squad members at discount price	X	X	X
Product marketed at all camps and group events	X	X	X
Secondary jersey position	X	X	X
Monthly IG mention		X	X
Podcast sponsor		X	X
Annual dedicated Youtube Video		X	X
Prominent Jersey Position		X	X
Mentioned in all social media posts and national broadcasts			X
Name on all merchandise and marketing			X

LEVELS OF SUPPORT



Naming Rights

- Take immediate ownership of a purpose built-team.
- Enjoy your name on podiums, advertising, social media and charing at the front of every televised race.
- Benefit from a curated corporate wellness platform which your entire company can share.
- View weekly social media and curated YouTube videos where we highlight your success alongside ours.
- Dedicated monthly videos and images for promo

\$ Negotiable

3 year commitment

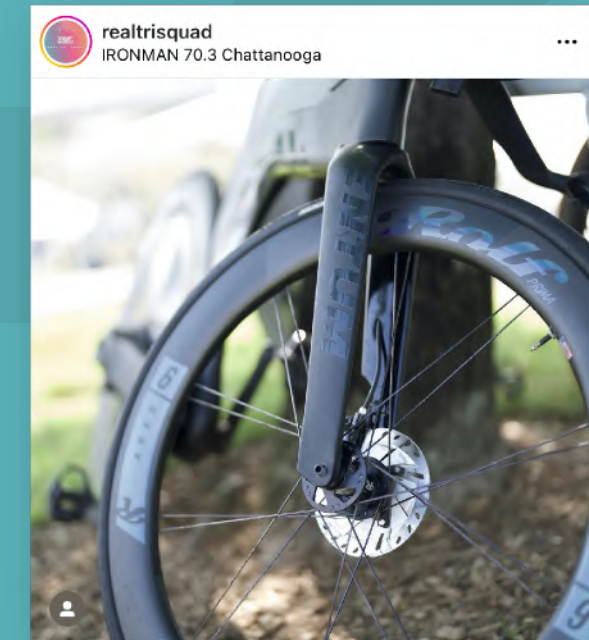


Main Sponsor

- Our main sponsors will be those positioned most prominently on our race kits and training kits.
- These sponsors will get the lion's share of our media output and will feature front and center in everything we do.
- Expect sales, social media representation and enjoy seeing your products and/or company on the podium!
- Dedicated monthly videos and images for promo

\$25k-\$50k per year

2+ year commitment



Partner

- Our partners will get secondary marketing presence on our kits and merchandise.
- Feature in our online marketing material.
- Typically partners will provide product, discounts, small amounts of cash and win bonuses.
- Products can be sold on our team-store for commission.
- Partners can expect light-social media representation and product use via Youtube.

\$5k-\$24k per year

1+ year commitment

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THANK YOU !



REAL TRI SQUAD