



# USAT

## USA TRIATHLON

# TRAINING

### DVD SERIES



**FEATURING TRIATHLON'S PREMIERE COACHES & ATHLETES**  
MARK ALLEN & LUIS VARGAS • MIKE DOANE • ANDY POTTS  
TIM SHEEPER • BOBBY MCGEE • BOB SEEBOHAR



**Format:** 5 DVD Triathlon Training Series  
**Length:** 45-60 Minutes/volume  
**Target Market:** New and Beginning Multisport Athletes  
Men/Women 16-65

*From the sport's governing body comes the long awaited series that will set the standard for triathlon training. The USA Triathlon Training DVD Series features an all-star cast of Olympic and National Team coaches and athletes and is designed to help new and beginner triathletes excel in the sport.*

#### **DVD 1: Triathlon 101 - FEATURING MARK ALLEN & LUIS VARGAS**

Legendary Triathlete and Coach Mark Allen presents the fundamentals of triathlon. From choosing a race to crossing the finishline and everything in between.

#### **DVD 2: Triathlon: Swim - FEATURING MIKE DOANE & ANDY POTTS**

From the Olympic Training Center in Colorado Springs, 2007 USAT coach of the year Mike Doane and US Olympian Andy Potts illustrate proper swim technique, drills, pool/open water swimming strategies and more.

#### **DVD 3: Triathlon: Bike - FEATURING TIM SHEEPER**

Sheeper and the USAT resident athletes cover everything from equipment to cycling technique, training and race day strategies.

#### **DVD 4: Triathlon: Run - FEATURING BOBBY MCGEE**

One of the world's leading running coaches, McGee breaks down the mechanics of running to help athletes achieve peak run performance.

#### **DVD 5: Triathlon: Strength Training & Flexibility - FEATURING BOB SEEBOHAR**

From the top in the field, 2008 Olympic Team Trainer Bob Seebohar reveals cutting edge, safe and effective strength and flexibility methods designed to enhance triathlon performance.

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# USAT Training DVD Series Advertising Benefits

The following outlines many of the benefits of advertisement through this video series.



## **PRODUCTION BENEFITS:**

- Exclusive sponsorship within product / service category.
- Extensive product integration throughout presentation tailored to the specific needs and vision of title sponsor.
- 30-second commercial spot allocation prior to feature presentation.
- Opening and ending credit including contact / purchase information.
- DVD Bonus section devoted to your product.

## **DVD DISTRIBUTION:**

- Company logo on all video jackets and covers.
- Participation in "Card in the Box" program – Company's promotional card(s) to be included in every video purchase highlighting your company's products and services.
- Discounted pricing for video purchases allows sponsor product purchasing for corporate use/sale including manufacturing, packaging, and drop shipping to desired sponsor locations.
- Opportunity for premium giveaway (i.e. free video with every \$100 purchase).

## **NATIONAL AND REGIONAL PRINT ADVERTISING CAMPAIGN:**

- Company logo to appear in all national and regional print advertising promoting the sale of the video series.
  - Minimum 4 FULL PAGE ads in Triathlon Life
  - Minimum 3 FULL PAGE ads in Triathlete Magazine
- Company logo to appear on all project banners and flyers promoting the video to be distributed at triathlon, duathlon, marathon, and adventure racing events nationwide.

## **INTERNET PROMOTIONAL CAMPAIGN:**

- USAT driven electronic campaign including dedicated emails, newsletters, press releases.
- Podcast distribution of select clips with integrated brand promotion to several multisport websites.
- Company logo to appear in all dedicated product banner ads.
- Company banner ad placement on Dedicated Series, USAT and Endurance Films websites.
- Dedicated sponsor page with links to company website.

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# **USA Triathlon / Endurance Films Cobranding Partnership**

In an effort to reach the largest number of endurance athletes, USAT has partnered with Endurance Films to bring this training series to an extensive, international customer base and marketing outreach.

- **Setting the Standard in Training**

The partnership pairs the credibility of the sport's governing body in USAT with nearly 10 years of endurance sports video production experience in Endurance Films. Combined with an all-star line-up of coaches and athletes, this training series will set the standard in training for years to come.

- **Increased Visibility:**

USA Triathlon's involvement in marketing and distribution means increased visibility to a highly targeted demographic of new triathletes. Through a comprehensive and ongoing campaign of direct email, press releases, membership offers, full page print ads, editorial, newsletters, web promotions and more, USAT will continually reach our core audience.

Additionally, the involvement of several world renowned coaches and athletes will add another dimension of visibility through coaching websites, clinics and other associations.

- **What This Boils Down to:**

Your brand will capitalize on the increased exposure and reputation of the USAT brand and elite level coaches. Exponential market reach, promotional opportunities and dvd sales will be the result of this association.



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# Endurance Films Distribution

With constant attention given to three key areas of our business, *distribution*, *retail accounts*, and *independent sales*, our sales figures continue to surpass expectations.

**Distribution:** Domestic – International  
Distributors are a vital part of our outreach as they supply our product to tens of thousands of sport specific retailers across the globe.

**US:** QBP, J&B, Video Action Sports, Velo Press

**Europe:** Active-Sport

**Canada:** Ryeka Sports, Adrenaline Films

**Australia/New Zealand:** Everest Films

**UK:** O-Donnells

**South Africa:** Active Worx

## Retail Accounts:

Whether they are established through distributors, internal sales, or our network of outside sales reps, EF retail accounts continue to grow each year. Of course, this means more immediate videos sold. But just as important, these companies are building our future customer base by advertising our products to millions through web and catalogue campaigns. To mention a few:

**Velo Gear**

**Performance Bike**

**TriSports**

**Bike Nashbar**

**REI**

**BWI/Follet**

(public library catalogues)

## Independent Sales:

Generated through our website, endurancefilms.com, and a toll free order service, customers are driven by our aggressive advertising, sponsorship, and partnership strategies.

### ■ *Advertisements:*

We recognize and heed the importance of traditional print/web advertising methods, maintaining a long term and consistent presence in the periodicals and e-zines of our target markets. (Triathlete Magazine; Triathlon Life; Bicycling; Active Network, etc). We also continue to seek out valuable alternative advertising opportunities through partnerships with websites and regional publications.

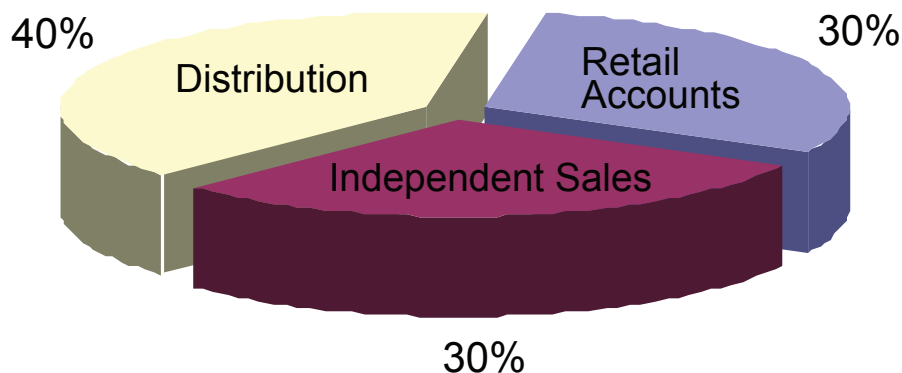
### ■ *Sponsorship Projects:*

EF has never been content to be seen as a sideline player. We're passionate about endurance sports and we involve ourselves on every possible level. From hosting clinics, to major sponsorship of premier races (at least two championship races this year), our customers know to expect more than a few banners at the finish line at an EF event. They are going to see, or meet, our camera crews in every stage of their event, start to finish. And when the job is done, they'll have an EF event production...and we'll have a dedicated customer for years to come.

### ■ *Partnerships:*

We know that one way to become the best is to associate with the best. That is exactly what we're doing. Major organizations like **USA Triathlon**, **Life Time Fitness**, and **Spinning®**, are recognizing EF as a valuable training resource for their clients as well. From revenue sharing to co-branding efforts, these companies are pushing our videos, and sponsors, into new and lucrative markets with multi-million dollar marketing campaigns.

## Endurance Films Distribution



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