

# **NTURO**

**ENDURANCE BEYOND LIMITS**

A sport initiative by NTU Aquathlon

## **NANYANG TECHNOLOGICAL UNIVERSITY ENDURO 2019**

### **BUSINESS PROPOSAL**

## **Table of Contents**

Introduction.....	1
Objective .....	1
Race Details .....	2
Categories .....	2
Sponsor Benefits .....	2
Publicity Avenues .....	3
Types of Sponsorship.....	3
Past Team Achievements.....	4
Thank You .....	5

## Introduction

NTU Aquathlon was established as a university sports team in 2010 by like-minded and passionate individuals. Since then, our team has grown in number and experience. We currently have 30 active members and 7 years of alumni in the team.

Nanyang Technological University Enduro (NTURO) utilises race concepts from Super League Triathlon. This event was initiated by two of our final year athletes with the aim to share the joys of multisport racing with the community.

## Objective

NTURO will be the first race in Singapore to offer participants a swim-run race in an enduro race format. Participants will complete three sets of swim-runs back-to-back reinforcing the need for speedy and efficient transitions.

Participants include multisport club members from the local universities, polytechnics and the rest of the Singapore community. The event also provides a platform for budding athletes to experience multisport racing and push beyond their limits. NTURO also fosters a greater sense of community by bringing like-minded, passionate individuals together through racing.



NTU Aquathlon at Singapore University Games 2018

## Race Details

Event date:	16 March 2019
Race time:	0700H – 1500H
Race format:	3 x (300m swim + 2km run)
Targeted participation:	250
Venue:	NTU Swimming Pool & NTU SRC Track

Total



## Categories

- Team
- Open

## Sponsor Benefits

### Foster brand loyalty

- Further enhance the belief consumers have in your brand
- Build commitment towards your brand

### Create positive public relations

- To be seen as supporting the community, improving social appeal
- Shape buying attitudes and generate a positive reaction

### Increase brand outreach

- Allow more consumers to try your product(s)
- Showcase your product attributes

### Increase brand awareness

- Receive media exposure and be featured on our collaterals

## **Publicity Avenues**

### **Within NTU**

- Posters will be put up around NTU
- 24 Hall of Residences
- Campus Buzz (NTU magazine)
- All the different faculties/schools

### **Online**

- NTURO Facebook
- Instagram @ntuaquathlon
- NTURO official website [nturo.ntuaquathlon.com](http://nturo.ntuaquathlon.com)

### **Event day**

- Sponsor booths
- Brand shout-outs by emcees
- Event banner

## **Types of Sponsorships**

### **Goodie bags**

- Drinks
- Samples
- Snacks

### **Podium prizes**

- Apparel
- Beauty products
- Electronics
- Sports equipment

### **Financial support**

- Cash
- Cash vouchers

\*list is not exhaustive, we are flexible in the types of sponsorship

## Past Team Achievements (Local)

### Singapore University Games 2018

- Male Overall Champion
- Female Overall Champion
- Male 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> Place
- Female 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> Place

### Singapore Aquathlon 2018

- Standard Male Open 3<sup>rd</sup> Place
- Standard Female Open 1<sup>st</sup> Place
- Sprint Male Open 2<sup>nd</sup> Place

### Singapore City 60 2018

- Open Category 3<sup>rd</sup> Place

### SMU Waikiki 2018

- Team Champion



## Past Team Achievements (Overseas)

### Powerman Malaysia 2018

- Classic Male 20-24 age group 2<sup>nd</sup> Place
- Sprint Female 20-24 age group 1<sup>st</sup> & 3<sup>rd</sup> Place

### Ironman 70.3 World Championships 2017

- Male 18-24 age group

### Ironman 70.3 Bintan 2017

- Male 18-24 age group 1<sup>st</sup> Place

### Ironman Taiwan 2016

- Male 18-24 age group 2<sup>nd</sup> Place







## Thank you

We sincerely wish that you will join us on this journey to make NTURO 2019 a success by granting us the opportunity and honour of working together.

Should you have any queries, please feel free to contact me. We look forward to your favourable reply!

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*NTURO 2019*

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