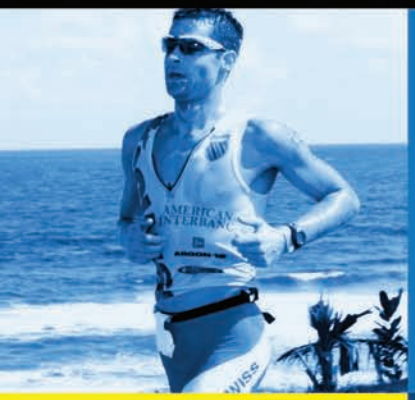
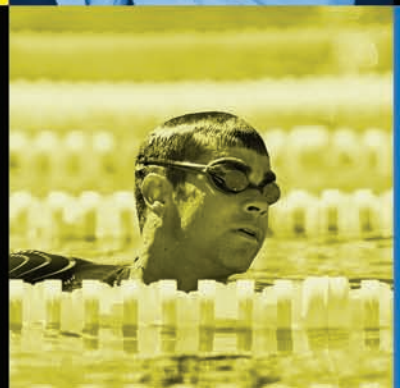
Make America's leading triathlete, Timothy O'Donnell, part of your marketing team





Tim O'Donnell Sponsorship Packages

Gold Sponsorship

- Category exclusivity
- Tim O'Donnell as your company spokesman
- Your company logo on TO's race uniform, bike frame, and/or helmet
- Public relations opportunities
- Behind the scenes access at major Triathlons
- Promotional appearances — up to 4 per year
- Tim O'Donnell in your company's print, broadcast, collateral or online advertising
- Cross marketing opportunities with non-competing sponsors

Silver Sponsorship

- Category exclusivity
- Your company logo on TO's race uniform, bike frame, and/or helmet
- Behind the scenes access at major Triathlons
- Promotional appearances — up to 2 per year

Bronze Sponsorship

- Your company logo on TO's race uniform, bike frame, and/or helmet
- Tim O'Donnell in your company's print and collateral advertising

Contact Information

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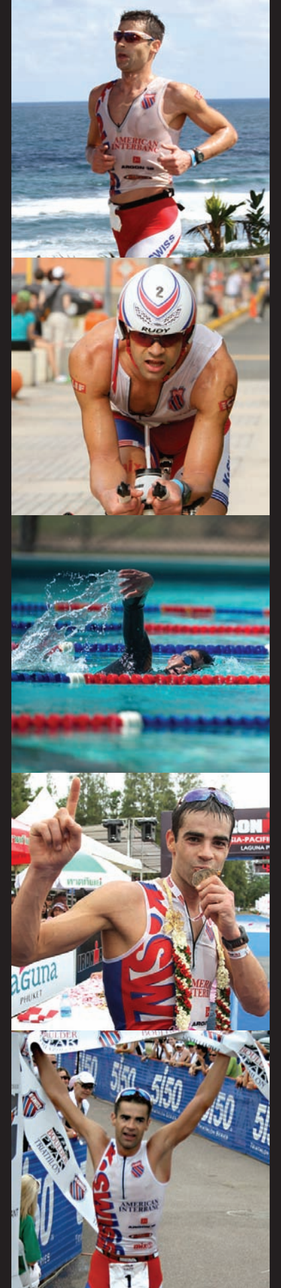
- Email: timothy.odonnell@mac.com
- Website: www.timothyodonnell.com



Sponsoring Tim O'Donnell opens your business to an active, affluent, and influential market

Triathletes Are Affluent

- Average income of triathlon participants is $126,000 a year
- They spend substantially on sport and luxury items
- They travel widely for competition

Triathletes Hit The Luxury Marketer's Sweet Spot

- Average age: 38
- Age span: 34-45
- 59.6% Male
- 39.5% Female
- 63 % married
- 49% report white-collar jobs
- 19% report professional jobs such as doctor, lawyer or accountant

Tap Into the Most Exciting Market In Sports

Across America dedicated athletes—professionals and amateurs—are hitting the roads, trails and waterways in sport that demands more than any other—Triathlon.

And everywhere a Triathlon is held, thousands of spectators come out to share the excitement and to see and meet Triathlon's superstars.

Television sports programmers recognize the market potential for Triathlon. In 2010, they broadcast 556 hours of International Triathlon Union events, compared with 350 hours in 2009. And the average worldwide audience per event was 323 million people!

It's America's fastest growing sport and smart marketers are lining up to get involved. You can, too.

Meet Tim O'Donnell, the man who can make your company part of the world of Triathlons.

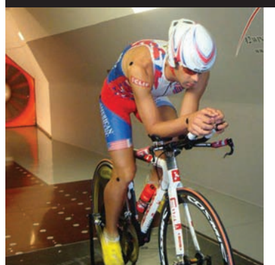
How triathletes compare with participants in other Blue Chip sports

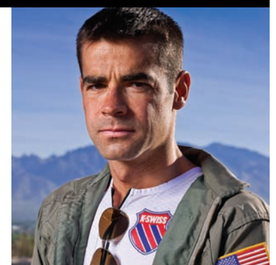
Among blue chip sports, only polo players are more affluent than triathletes. But polo's geographic reach is limited. Triathlons are everywhere—over 3,500 USAT-sanctioned events, plus thousands more local, non-sanctioned competitions.

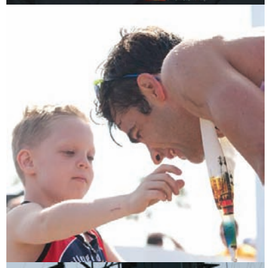
- Polo Players: $170,000 annually
- Triathletes: $126,000 annually
  - 25% of triathletes earn more than $200,000 annually
  - Average Ironman competitor earns $160,000 annually.
- Golfers: $108,000 annually
- Tennis Players: $81,000 annually

America's fastest growing sport

- Participation has grown 51% since 2007
- Over 1.2 million American competitors in 2010
- Thousands of events from coast to coast
- Worldwide television audience of 323 million
- American triathletes making a mark international competition







The Man Who Can Deliver A Fast-Growing And Affluent Market

It was at the United States Naval Academy where Tim O'Donnell was introduced to the sport of Triathlon as a freshman plebe. Success in the sport soon followed and hard work paid off as he led the Naval Academy Men's Team to two US National Triathlon Championship titles in his junior and senior years.

Midshipman O'Donnell excelled in all aspects of life at the Naval Academy. His leadership skills were recognized by his selection as the 6th Battalion Commander his senior year, a position that made him responsible for over 700 members of the Brigade of Midshipmen. He also excelled academically. He was selected for Tau Beta Pi, the national engineering honor society, and his senior project won the award for superior design.

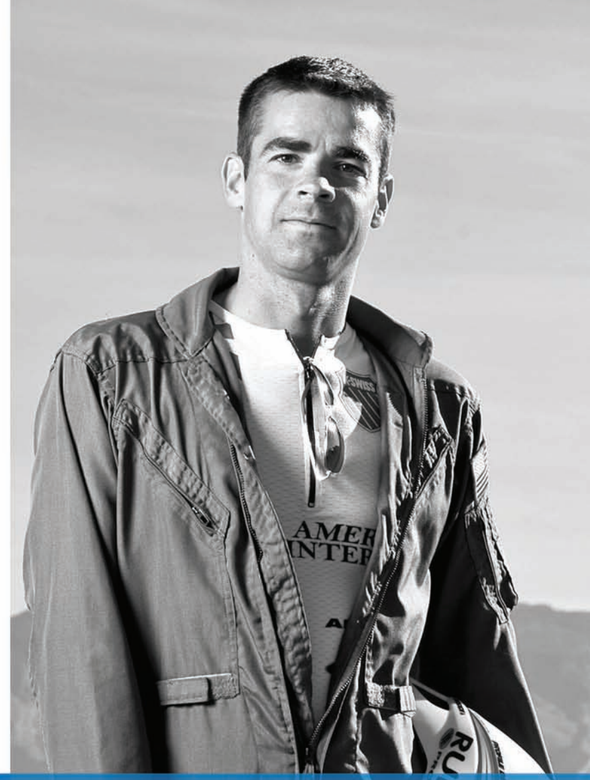
After graduating from Annapolis with a bachelor's degree in Naval Architecture and receiving his commission as an officer in the U.S. Navy, Tim attended the University of California at Berkeley, where he received a Master of Engineering degree in Ocean Engineering.

After graduate school Ensign O'Donnell was assigned to the Explosive Ordnance Disposal Group One in San Diego where he also found time to compete in and win another Armed Forces Championship. He also earned a podium finish at his first international competition. Because of his stellar performance in athletics and as an officer, his superiors fully supported his ambition to represent the Navy at the 2008 Summer Olympic Games.

In January of 2007 O'Donnell was assigned to the U.S. Olympic Training Center in Colorado Springs, Colo. to train. Along the way Ensign O'Donnell continued to reign supreme at the Armed Forces Championships with six consecutive victories. He also earned spots on the US National Team and World Championships Team in both 2007 and 2008. In April of 2008 O'Donnell placed 6th at the US Olympic Trials in Tuscaloosa, Ala. While he did not qualify for the 2008 Olympics, he grew as an athlete through the experience.

Career Highlights

- 2011 Ironman 70.3 US Pro Championships, Runner-Up
- 2011 Ironman San Juan 70.3 Champion
- 2011 Ironman Calgary 70.3 Champion
- 2009 ITU Long Distance World Champion
- 2009 & 2010 USAT Triathlete of the Year
- 2011 Ironman US Pro Champion
- 2010 Ironman 70.3 U.S. Pro Champion
- 6x Ironman 70.3 Champion
- 15x Ironman 70.3 Podiums
- 6x U.S. Armed Forces National Champion
- 2003 U.S. Under-23 National Champion
- 3x Boulder Peak Triathlon Champion
- 2010 Ironman 70.3 World Championships, Bronze Medalist
- 2010 ITU Long Distance World Championships, Silver Medalist
- 2010 U.S. Pro National Championships, Silver Medalist
- 2009 U.S. Pro National Championships, Silver Medalist
- 2009 ITU Pan American Championships, Bronze Medalist

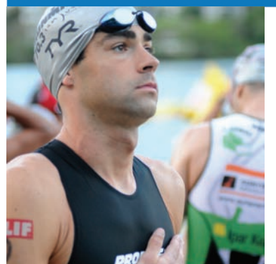


The sport of high achievers — Triathletes are the most extraordinary people in sports

- College educated — many with advanced degrees
- High achievers who look for exciting competitive outlets
- Accustomed to success
- Goal oriented

Tim O'Donnell — Defined by Values

"At the United States Naval Academy, the core values of Honor, Courage, and Commitment were instilled in me, 24 hours a day, 7 days a week. While other triathletes define themselves by their run splits or how fast they can move through water, I define myself by these three core values."



As a graduate student at Cal Berkeley, O'Donnell continued to train for Triathlon. He won the 2003 U.S. Under-23 National Championships and also won the Armed Forces Triathlon Championships with a new course record.

Since leaving full-time military duty, Tim O'Donnell has focused his attention to Ironman races and earned a World Champion title at the 2009 ITU Long Distance World Championships. He has his sights set on winning the sports greatest competitions, including this year's Ford Ironman World Championship in Hawaii.

Tim O'Donnell supports our troops as a member of Team Red, White & Blue

Team Red, White & Blue is a non-profit veteran support organization whose mission is to enrich the lives of wounded veterans and their families.

Members of Team Red, White & Blue (Team RWB) feel it's their time to give back through a different kind of veteran support, one rooted in a deep understanding and willingness to listen to veterans and their families, and aid in their reintegration into the society they fought so honorably to defend and protect.

TO is one of a special community of athletes, advocates and concerned citizens (corporate, non-profit and individual) all committed to serving those who have served our great nation.

Team RWB helps transform the way wounded veterans are reintegrated into society when they return from combat. As a Tim O'Donnell sponsor, you can be part of this effort.

www.timothyodonnell.com