



ALPHA WIN

A DISTANCE FOR EVERYONE™
2026 Sponsorship Opportunities



WHO WE ARE

Alpha Win was formed in 2020 as a successor to HITS Endurance, which has produced endurance events since 2011. Alpha Win produces more than a dozen triathlon and running events in Florida, New York and California.

The Alpha Win Vision is to provide “A distance for everyone”™, by producing multiple race distances in desirable destinations that are geared to each participant's unique level of training, endurance capacity and personal goals. Events are family-oriented and inclusive with something for everyone, whether you are a seasoned veteran, a first-time racer, or a spectator.

Alpha Win aims to create an unforgettable experience for all participants, with exceptional courses, high-quality amenities, and a fun and supportive atmosphere. Join us and discover the Alpha Win difference!



WHERE WE ARE



 **EVENT LOCATIONS**



WHEN

Triathlon Series

January: Sarasota Triathlon

April: Napa Valley Spring Triathlon

July: Hudson Valley Triathlon

August: June Lake Triathlon

September: Lake George Triathlon

September: Saugerties Triathlon

October: Napa Valley Fall Triathlon

Running Races

HUDSON VALLEY
MARATHON
AT THE WALKWAY OVER THE HUDSON

MAY 3 2026

1MI | 5K | 10K | HALF | MARATHON

Year-Round Events
Across the U.S.



BY THE NUMBERS

ON-SITE EXPOSURE

LOCATIONS

10+

Destinations

10K

Athletes

30K

Spectators

EXPERIENCE

40+ Years

Event
Management

DIGITAL MARKETING

200k

Alpha.Win
Email List

1 Million

Lifetime
Views

30K

Followers on
Alpha.Win
Social Media



OUR ATHLETES



10k+ ATHLETES

DEMOGRAPHIC OVERVIEW

Alpha Win athletes are a highly sought after demographic to any business. They are goal-oriented individuals who are successful in sport and in life. They enjoy what they are doing and like to share that information within their work and peer groups. Athletes view triathlon as a lifestyle as much as a sport. Here are a few facts and key points about them:



College Educated

more than 80% have a 4-year degree or higher; good decision makers



Married

over 70% are married or in a domestic relationship; steady focused household



High Household Income (HHI)

71.5% of our athletes have \$100,000 HHI; close to 12% are more than \$200,000; they are ready, knowledgeable consumers



Travel to Race

94% of respondents plan to travel outside their community to race; 68% indicate they will travel at least 1,000 miles to their next triathlon; they take action when something is important to them



Active Lifestyle Advocates

90% of respondents race at least 2X each year with 55% expected to race up to 9X every year; return customers for triathlon-related products & services

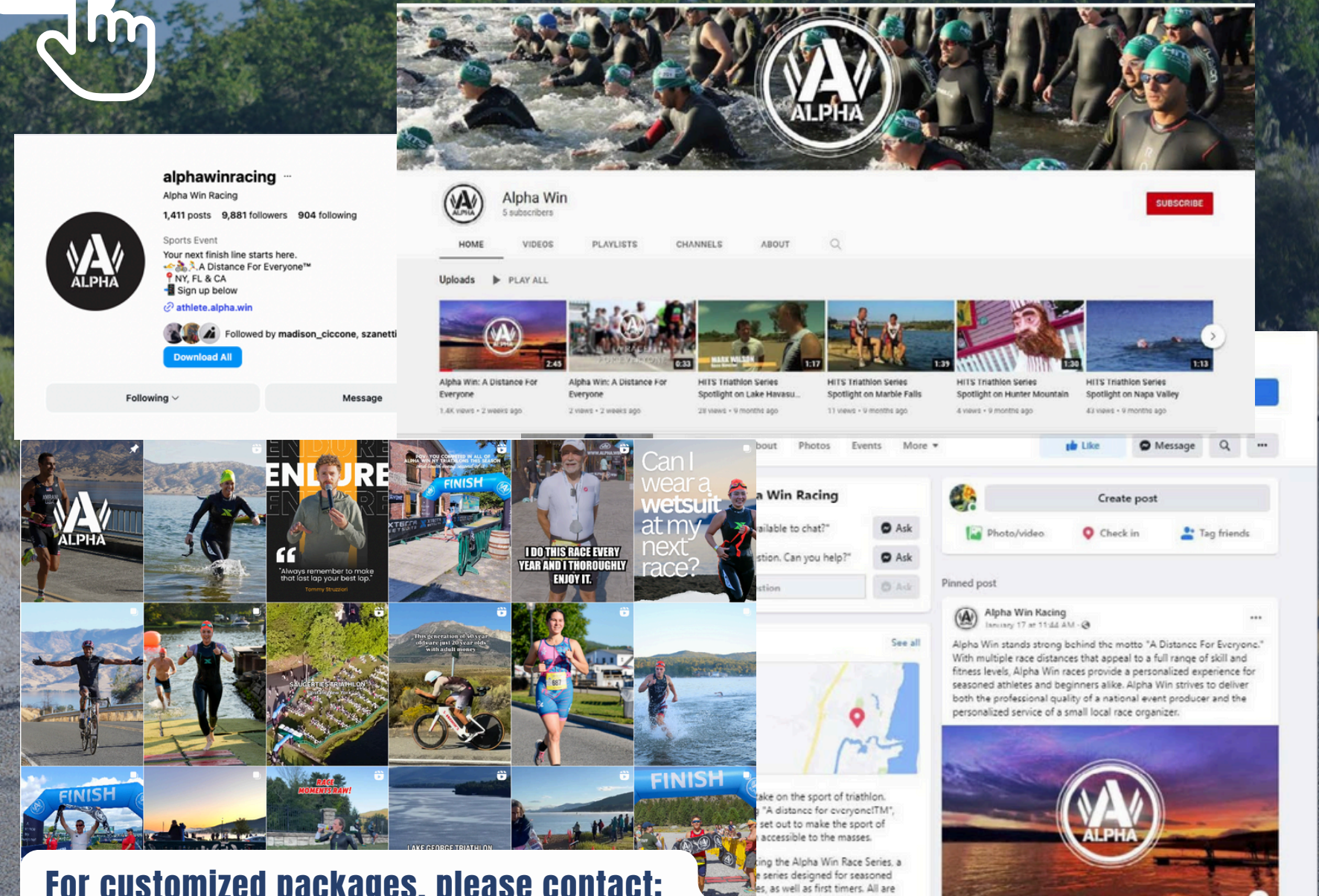


SPONSORSHIP ASSETS



Partnership Opportunities

- Full naming rights & category exclusivity
- Vendor Space
- Inclusion in official press releases
- Logo inclusion and link on all emails and website
- A banner ad and link in registration emails
- Co-branded email and social posts to all participants
- Inclusion in Athlete Guide
- Logo inclusion on all event merchandising including
- Major footprint at pre-race expo and post-race festival
- High visibility signage and activation on the course
- Race Day Announcements
- Inclusion in athlete bag
- Plus much more!



**For customized packages, please contact:
Vice President of Sponsorship Chris Mayone at Chris@Alpha.Win or call 845.943.9990.**



ALPHA WIN



Proud to partner with leading brands.





THANK YOU



FOR MORE INFORMATION

on dynamic sponsorship opportunities and different levels of sponsorship at Alpha Win

Please Contact:

Chris Mayone at Chris@Alpha.Win

