

A triathlete wearing a white cap with the number 25 and a black wetsuit is swimming in the ocean. The athlete's head and arms are above water, with one arm extended forward. The background shows a sunset sky and a pier with people in the distance.

**IRONMAN**  
OCEANIA

# Winning through Packaging Experiences

August 2017



A full-page background image showing silhouettes of people standing in the ocean at sunset. The sun is low on the horizon, creating a warm, golden glow. Several people are visible in the water, with one person in the foreground on the right standing with their hands behind their head. The text 'OUR BRANDS' is overlaid in the center in a large, white, sans-serif font. A thick yellow horizontal bar is positioned below the text.

# OUR BRANDS

# OUR BRANDS





# Case Studies





# Team Australia Kona Package



Opportunity:

Reward our best athletes. On a pedestal.

- Package Airfares and accommodation
- Experienced Ironman Athlete Guide
- Pre and Post Race experiences in Kona and Hawaii
- Supporters activities program.
- Welcome brunch – inspiring speakers
- Athlete and supporter tee/flags
- Australia national race kit
- Parade of Nations
- Player Card – each athlete
- Team seating at key functions



# Host Hotel VIP Package



## Opportunity:

- Ironman purchased 100 premium rooms at World Champs
- Be brave to play in the world of travel at our premium events. Crowded field
- Win Win Win for Ironman, Athletes and Mantra
- Advertise direct to qualifiers
- “Wake up at the starting line” location
- Included QLD gift hamper
- Included bike build and service
- Included VIP spectator passes
- Grew revenue and created excellence in experience





# VIP Race Day Experience



## Opportunity:

- Support the spectator experience
- Get best seats in the house / backstage
- Add value for athlete experience
- Create enriching moments
- Drive incremental revenue
- Creates positive loyalty to frequent customers
- Share the key moments. Start Line. Finish Line. Tough Spot.
- Use technology and tracking. App.



# Cape Epic “Value Adds”



## Mobile Home Parking Package

Included:

- Parking spot for Mobile Home in the Race Villages (parking spot is 6 x 7 meters)
- Ablution services
- Power connection

## Epic Flights

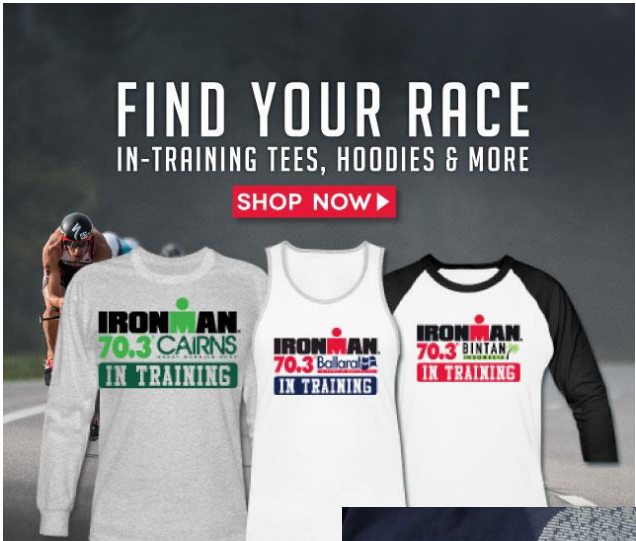


## Helicopter Tours

Experience the 2017 Absa Cape Epic from an exclusive "bird's eye view" in a helicopter tour.



# Merchandise – Tee Range



Make sure you get 2 the Official IRONMAN Merch tent early tom. 2 get ur #IMKona Finisher Jacket. Store opens at 7am. [pic.twitter.com/vclT18cCXF](https://pic.twitter.com/vclT18cCXF)

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A triathlete in a red cap and sunglasses is crossing the finish line of an Ironman triathlon, shouting with his mouth wide open. He is wearing a red athletic top with "ALASKA" and "BONTI PAGER" visible. A large crowd of spectators is in the background, and a white banner with "IRONMAN 70.3 WORLD CHAMPIONSHIP" is stretched across the finish line.

# IRONMAN®

ANYTHING IS POSSIBLE™