



The High Country Triple Crown

The High Country Triple Crown is the premier running series in the High Country of North Carolina. In existence for six years and headquartered in Boone, NC, the Triple Crown consists of three races of varying difficulty and terrain. All races showcase the breathtaking scenery of the NC mountains coupled with the vitality of the local community. The High Country Triple Crown is affiliated with the Appalachian State University's Institute for Health and Human Services. Beginning in 2010, *100% of the proceeds from the race series benefit Girls on the Run of the High Country.*

Why Sponsorship is Important

The support of local businesses and organizations is vital to the High Country Triple Crown. We operate a multi-faceted, high-quality running event that is directed by a dedicated volunteer staff. All of our proceeds support Girls on the Run (GOTR) of the High Country, a new organization in our community committed to the well-being of our local girls. GOTR is a life-changing, experiential learning program for 3rd-5th graders. The program uniquely combines running as a life skill with the goals of the program: the encouragement of positive emotional, social, mental, spiritual and physical development. The girls complete the program with a stronger sense of identity, a greater acceptance of themselves, a healthier body image and an understanding of what it means to be part of a team.

Join Our Team

Supporting the High Country Triple Crown enables your company to be affiliated with the finest race series in the High Country. Our presenting sponsors, Mast General Store, Foscoe Rentals and ZAP Fitness, have experienced that their businesses reach hundreds of enthusiastic runners and their families and friends through our partnership. Our participants represent a passionate and loyal base of individuals who return to run in the Triple Crown year after year because of its unique cultural draw, scenic race routes and the unparalleled commitment of our sponsors. Our long-term plan is to expand the High Country Triple Crown into weekend destination events that combine each race with other local events and programs. The marketing possibilities for our sponsors are limitless.

Sponsor Levels

Gold Level, \$500 -- \$999

- One free race entry at each of the remaining HCTC races
- Name on marketing materials including website and social marketing
- Sponsor spotlight on website and social marketing
- Company name and logo on one water/aid station
- Name on t-shirts of 2010 remaining High Country Triple Crown Races
- Listed on website as sponsor with link
- Option to operate booth for on-site promotions at races
- Option to provide promotional items in race packets

Silver Level, \$250 -- \$499

- One free race entry for one HCTC race
- Name on t-shirts of 2010 remaining High Country Triple Crown Races
- Listed on website as sponsor with link
- Option to operate booth for on-site promotions at races
- Option to provide promotional items in race packets

Bronze Level, \$100 -- \$249

- Name on t-shirts of one Triple Crown Race
- Listed on website as sponsor with link
- Option to provide promotional items in race packets

For more information on becoming a sponsor of The High Country Triple Crown, please visit triplecrown.appstate.edu or send email to triplecrownraces@gmail.com