

RIDE ON

RYAN

triathlon



Sponsor & Vendor Packet

rideonryan@gmail.com • www.rideonryan.com • 120 Commerce Court, Pooler, GA 31322

Ryan Williams, A Great Friend and Powerful Motivator

"I am so grateful to be able to do what I love—coaching, helping others achieve their goals, and work on achieving my goals in what I love to do, Pura Vida!!!" ~ Ryan Williams (May 3, 2013)

Ryan, a native Savannahian, had an interest in endurance racing for quite some time. But in 2009, he participated in his first triathlon, and quickly fell in love with the sport. It became his passion. He knew without any doubt that this was what he wanted to do with his life. Before long, he started Ryan Williams Multisport and began not only coaching, but mentoring fellow athletes from Savannah, GA to Miami, Florida. Ryan literally changed peoples' lives. He took his work to heart which was and is still evident in his athlete's accomplishments. He did not only push his colleagues, students, clients, and friends to do better – he made them want to do better. It was his attitude and outlook on life that made him special. **He was often caught saying "it is what it is" and "Pura Vida"**. After a visit to Costa Rica he adopted the "Pura Vida" mentality where he lived to let things go and enjoy what life had to offer. He definitely practiced what he preached. He lived his life under these mantras.

In May of 2013, at the young age of 33, Ryan was tragically taken from this world due to an overworked heart. His memory will live on, not only through his family and friends, but through this athletic series, the Ride on Ryan Sprint Triathlon, that aims to promote "the good life" along with charities that are close to Ryan's heart as well as his family's. This event is special not only for the person we aim to recognize but for the motivational, positive, feel good atmosphere it provides. You can definitely feel Ryan at this event. Ride on, Ryan! You are loved and missed but never forgotten.



What is Ride on Ryan?



The Ride on Ryan Triathlon is so much more than a memorial event. It is a celebration of life; a reminder that life is short and should be lived to the fullest. We can't let the insignificant challenges that we face on a daily basis affect our overall outlook. As Ryan always said "it is what it is". We have to accept people and circumstances as they are and move forward. Ryan visited Columbia, South America where he adopted the Pura Vida attitude. No matter their fortunes whether large or small, the people of Columbia were always smiling and enjoying life. This spirit is felt throughout the day of the ROR event. The event celebrates the memory of Ryan Williams and his "Pure Vida" way of life.

The Ride On Ryan is a sprint triathlon/duathlon. It is geared toward the first timer all the way to the pro athlete. A sprint triathlon is a shorter distance, so it is a race that is doable. In the same regard a seasoned triathlete can come and dominate (as Ryan would have!) Many are intimidated by the swimming aspect so they can choose to partake in the duathlon which only includes cycling and running. Relay teams can also enter so the events can be divided. There will be many volunteers directing onlookers who will be entertained by speakers, music and various vendors. Signs and banners will fly in support of athletes new and pro. It is a family fun event that will leave you wanting to go out and conquer the world.



Our Charity: the YMCA of Coastal Georgia

“With a focus on youth development, healthy living and social responsibility, strengthening communities is our cause. At the YMCA, we believe that lasting personal and social change happens when we all work together. Every day we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to be healthy, confident, connected and secure.”



When you give to the Y, you are funding life-changing programs that help children, adults and families in the coastal communities we serve, grow and thrive. The Williams family has chosen to donate all proceeds to the YMCA to provide others with similar experiences as Ryan's. The YMCA is where he began to develop a love for physical activity. Through the Y he was exposed to such programs such as swimming, basketball and baseball. These experiences would pave the road for his future success with Ryan Williams Multisport; where he coached triathletes. The YMCA still offers similar programs today. We want everyone regardless of age to create meaningful memories, just like Ryan.





Ride on Ryan Triathlon Sponsorship Levels

GOLD Level Sponsor \$500 +

- Two official Ride on Ryan T-shirts
- Two FREE Registrations for the Ride on Ryan Triathlon/Duathlon
- Company logo listed at the top of the Ride on Ryan T-shirt
- Company logo listed at the top of the Ride on Ryan website Sponsors page with hyperlink to company website
- Company advertisement at ROR packet pick-up (company must provide materials)

SILVER Level Sponsor \$300 - \$499

- One official Ride on Ryan T-shirts
- One FREE Registration for the Ride on Ryan Triathlon/Duathlon
- Company logo listed on the Ride on Ryan T-shirt
- Company logo listed on Ride on Ryan website Sponsors page with hyperlink to company website
- Company advertisement at ROR packet pick-up (company must provide materials)

BRONZE Level Sponsor \$100 - \$299

- Company name listed at the bottom of the Ride on Ryan T-shirt
- Company name listed on Ride on Ryan website Sponsors page
- Company advertisement at ROR packet pick-up (company must provide materials)

Sponsorship Form



Company/Organization _____

Name _____

Address _____

Phone # _____

Email _____

_____ Enclosed is a check payable to RIDE ON RYAN

_____ By signing below, I agree to cover the cost of the checked items

- Yes, I would like to be a GOLD level sponsor
- Yes, I would like to be a SILVER level sponsor
- Yes, I would like to be a BRONZE level sponsor
- I do not care to be a sponsor but I will make a donation of \$_____.



Ride on Ryan Triathlon

www.rideonryan.com

Ride on Ryan Vendor Benefits

- A great opportunity to build name recognition with a highly desirable audience
- Increase awareness of your products and services
- Invest in your community

Vendor Information

Vendor Fee: \$50 for booth.

Event Location and Address: L. Scott Stell Park
383 Bush Rd
Savannah, GA 31419

Set-Up Date and Time: Race Day beginning at 6:30am

Teardown Date and Time: Immediately after Ride on Ryan Triathlon concludes.

All forms and full payment must be received by the Friday prior to race day. Fees paid for vendor space are nonrefundable.

Space is limited and will be filled on a first-come, first-served basis. Vendor space is roughly a 10x10 area.

Vendors are responsible for providing their own tent, table, materials to be displayed, and any other items needed to represent your business and/or organization.

**Please make all
checks/money orders
payable to:**

RIDE ON RYAN

Mail to: 120 Commerce Ct.
Pooler, GA 31322

*Additional information will be sent in the week(s) leading up to the event. If you have any questions or concerns, please email us at rideonryan@gmail.com.

Vendor Form



Business Name/Organization _____

Full Name _____

Mailing Address _____

City, State, Zip Code _____

Telephone # _____

Website (if applicable) _____

Email _____

Person(s) working vendor tent/table (maximum of 4 people)

1. _____ 2. _____

3. _____ 4. _____

Please describe your booth and the materials you are displaying/selling.

Please submit your company/organization logo or image to the email address below.

rideonryan@gmail.com • 912.665.1167 • 120 Commerce Court, Pooler, GA 31322