



CLARKSVILLE, AR

BROKEN SWORD TRIATHLON

500 M

15 MI

5K

SPONSOR PACKAGE

BECOME A SPONSOR AT
WWW.CLARKSVILLEAR.GOV/BSTSPONSOR

AUGUST
15 & 16
2026

SPRINT TRIATHLON
INDIVIDUAL & RELAY TEAM DIVISIONS
START: LAKE LUDWIG (7AM)
FINISH: DOWNTOWN CLARKSVILLE



BRING IT HOME.

On August 16, 2026, the Broken Sword Triathlon is launching its 6th annual race as a staple event for community development and promotion in Clarksville. The BST is being coordinated with support and direction of the Clarksville Advertising & Promotion Committee, the Clarksville Parks and Street Departments, and the Clarksville-Johnson County Chamber of Commerce.

Our goal? To reinforce our existing community and businesses by inviting athletes and their families to experience Clarksville in a fun and rewarding way. The Broken Sword Triathlon is a “value-added” opportunity for our local economy that is expected to grow exponentially year after year. The precipitating benefits of this event will be shared among our local businesses, sponsors, and our community at large. The BST is a World-Class sprint triathlon that is already becoming the envy of the River Valley and beyond amongst the triathlete community.

We have already identified over 80% of registered participants are traveling to Clarksville from outside of Johnson County, and in some cases even from out of state. On race weekend, we anticipate many of them will fill our hotels, patron our restaurants, and shop at our local stores. Once they return to their respective homes, we will have planted a seed, bringing new opportunities and more racers for years to come.

LET'S DO THIS.

This year we are expecting to host at least 350 athletes. To hold an event of this size requires time, manpower, and financial resources. This presents an opportunity for businesses to advertise their services while supporting the Clarksville community and the BST. If you would like to participate in this event as a sponsor, check out our tiered sponsor packages below and ask us about the many ways you can sponsor and advertise your business or organization.

Complete the form below or contact Clarksville City Hall (479-754-6486) or email Wynette at wholland@clarksvillear.gov.

PROGRAM AD ★ SMALL AD \$50/HALF PAGE \$100 /FULL PAGE \$250

Every participant and spectator will receive a program. The program will have race information such as course maps, event details, and local amenities. Ad space can be purchased without committing to a sponsorship package. Our design team can help create a great ad based on your needs, or supply your own.

SOCIAL MEDIA

Publish sponsors via BST social media up through Race Day. Sponsors will also be listed on the event website. Supply your own material, or we can design it for you!

RACE ENTRY

Every sponsor committing over \$250 receives one free race entry. Sponsorships \$1,000 and up can register a 3-man team for the Relay element of the race. These entries are able to compete under the name of the sponsoring organization.

DJ SHOUTOUT

The DJ at the Finish Line will give sponsors a shoutout throughout Race Day. In between music and announcements, your organization will be recognized!

SWAG BAG

The Swag Bag is given to every athlete and contains race information, number, and tshirts. You are welcome to include promotional coupons, flyers, stickers, pens, etc.

SHIRTS

Sponsors can include their logo or name on the back of the "BST2024" official tshirt. (\$500 & Up or In-kind Donation of \$500 value)

FINISH SHOOT

Large canvass ad space for sponsors at the last 50yds to the finish line. (\$1,000 & Up)

FINISH LINE INFLATABLE

Large Vinyl ad spaces are on the Finish Line pillars for all to see!

AID STATION

Have the Aid Station sponsored by you! (first sponsor to request this package only)

PRESENTING SPONSOR

\$5,000 & Up will become the presenting sponsors of the BST. All marketing materials and race info will have "Presented by SPONSOR NAME". Your logo will also adorn the top of the BST Finish Line - The race is yours!



SPONSORSHIP PACKAGES

	Program Ad	Social Media	DJ Shoutout	Free Race Entry	TShirt Logo	Finish Shoot	Finish Line	Presenting Sponsor
\$250 & Under	✓ HP	✓	✓	✓	✗	✗	✗	✗
\$500 Silver	✓ HP	✓	✓	✓	✓	✗	✗	✗
\$1,000 Gold	✓ FP	✓	✓	✓ Team	✓	✓	✗	✗
\$2,500 Diamond	✓ FP	✓	✓	✓ Team	✓	✓	✓	✗
\$5,000 & Up Platinum	✓ FP	✓	✓	✓ Team	✓	✓	✓	✓

If you are interested in becoming a sponsor for the Broken Sword Triathlon, fill out the attached sponsor form or contact Clarksville City Hall to sponsor(479)754-6486,
Email: wholland@clarksvillear.gov



2026 BST SPONSORSHIP FORM

FULL NAME:

ORGANIZATION:

MAILING ADDRESS:

EMAIL:

PHONE:

DO YOU NEED BOOTH SPACE? Y / N

ADDITIONAL COMMENTS:

(Include any special considerations, ideas, or desired outcomes from your sponsorship below.)

COMMITMENT

I, _____ (name), would like to commit \$ _____
in (monetary / In-kind service) sponsorship of the 2024 Broken Sword Triathlon.
circle one

Sign & Date