

2x Ironman World Champion

JASON FOWLER



BRAND AMBASSADOR/MEDIA KIT - 2020

ATHLETIC
ACCOMPLISHMENTS

40-YEAR CAREER COMPETITIONS

1,225

TRIATHLONS

43

career races including:

2x WORLD CHAMPION

Ironman World Championships
Handcycle Division
Kona, Hawaii
2009, 2016

6x Ironman World Championship Qualifier

Kona, Hawaii
2004, 2008, 2009, 2013, 2016, 2019

WORLD CHAMPION

70.3 Half Ironman
World Championship
Las Vegas, NV
2012

ROAD RACES

5K, 10K, Half Marathon

150+

MARATHONS

including 16 Boston Marathons

40

MOTOCROSS

8

Amateur New England Championships
1,000+ Career Races Ages 6-17



JASON FOWLER
ATHLETE PROFILE

Jason grew up in Kingston, MA and was a nationally ranked amateur motocross racer by age 10. At the age of 17 he became **paralyzed from the chest down** after colliding with a rock while out practicing on his motorcycle.

Since the accident, he has continued his passion for high performance completing 40 marathons, 43 triathlons, and competing in 6 Ironman Triathlon World Championships in Kona HI. His commitment to achieving his best has earned him **two Ironman World Championship titles** in the handcycle division in 2009 and 2016.

Outside of competition Jason has been a high achiever, earning his BS in Finance and an MBA. Jason worked in the corporate world for 20 years in both finance and medical sales positions.

Jason's passions include giving back by teaching wheelchair racing to kids and adults as well as studying health and wellness. He credits his ability to compete for 40 years to his commitment to a healthy lifestyle including being a **100% plant powered athlete**.

Currently Jason works as a human potential/mindset coach focused on helping youth athletes sharpen their mental game and get their best. He continues to compete at a high-level racing Ironman triathlons and placed 3rd in 2019 in his 6th Ironman World Championship in Kona, HI.



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BRAND AMBASSADOR OPPORTUNITY

Jason is searching for like-minded organizations that are interested in partnering. In return for financial support that will allow Jason to go after his 3rd Ironman Triathlon World Championship title, Jason has a range of offerings and subsequent benefits.

We believe as a partner participating with Jason in the process of preparing for one of the toughest endurance events on the planet you and your employees will be able to leverage the emotional connection that the challenges brings out.

We don't grow when things are easy, we grow when we face challenges

Please read on to learn more about this opportunity.

ROAD TO IRONMAN WORLD CHAMPSHIPS 2021

TRAINING REGIMEN

18-25 hours per week of swimming, biking, running, stretching, strength work, body work

SPEAKING

Traveling the country speaking and giving motivational talks encouraging the process of reaching for one's best self

2021 RACE SCHEDULE

BOSTON MARATHON

April

IRONMAN 70.3

May

LUXEMBOURG 70.3 IRONMAN WORLD CHAMPIONSHIP TRIALS

June

IRONMAN 70.3

August

IRONMAN WORLD CHAMPIONSHIP

October
Kona, HI



BRAND AMBASSADOR INVITATION

PROPOSED OFFERINGS

- Motivational talks presented to your team that challenge team members to take action on goals related to health, wellness, and self improvement
- Implement goal setting process for employees that include call to action related to health and wellness
- Tailored social media strategy giving sponsor access to Jason's audience
- Sponsorship mentions in communication with media including television, newspapers, and sports magazines
- Sponsor logo placement on racing uniform, lifestyle apparel and website

BENEFITS OF PARTNERSHIP

- Motivate and challenge employees to set self improvement goals and ultimately be happier and healthier employees
- Create emotional connection with consumers that cannot be made through other traditional advertising means
- Increase the impact of your brand by leveraging the emotional connection between Jason and his admirers via direct employee participation

CONTRIBUTION DETAILS

- Sponsorship agreements will be tailored to meet your needs and dependent on the investment level
- Sponsorship investments starting at \$5,000



IRONMAN WORLD CHAMPIONSHIP OVERVIEW

The IRONMAN brand represents the ultimate in fitness and is the pinnacle of endurance events. IRONMAN Hawaii is the premiere triathlon event in the world and over 50 million viewers worldwide watch the event on television. In 2018, >18 million people logged onto ironmanlive.com streaming during the IRONMAN Hawaii coverage.

DATE: October 2021

VENUE: Kona, Hawaii

COURSE: 2.4 mile swim
112 mile bike
26.2 mile run

COMPETING AS A WHEELCHAIR ATHLETE

Of the 2500 athletes who compete in IRONMAN World Championships, only four slots are available to wheelchair athletes in the Handcycle Division from around the world.

Athletes in the Handcycle Division are bound by all the same time requirements and compete in the swim with no legs, in the bike ride stage using a handcycle, and in the run portion using a racing wheelchair.



NEXT STEPS | CONTACT

**THIS IS YOUR OPPORTUNITY
TO MAKE A DIFFERENCE FOR
YOUR TEAM**

Whether you have questions or want to get a jump start on getting your employees engaged please call or send us a message.

**TAKE ACTION FOR YOUR
TEAM NOW BY CALLING
OR EMAILING**

CONTACT

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