

## Triathlete’s Decision: Sponsored or Not?

### Sponsors want:

- Exposure of their products in their target markets promoted in a positive manner.
- Alignment of spokespeople to the sponsor’s culture, beliefs, and messages.
- Sponsored athletes to meet with important clients and potential clients to speak the virtue of the products.
- Wear, ride, or use their products as designed with great outcomes in races, training, and promotional events.
- Promotion of products/services on media: electronic tweets, apps, platforms, phone calls, texts, selfies, and any other gorilla marketing type activities.
- No negative comments from their sponsored athletes.
- No negative behavior from their sponsored athletes.

Accept Sponsorship	Pass
The product makes you go faster to win races.	There are other products that will make you faster in a race.
Meets your ethical standards.	The product is not something you would use if not paid to use.
You like, trust, and believe in the product offering. Similar to meeting coaching requirements.	You don’t believe in the product, its supplier’s culture, or the people from the company.
Value received exceeds personal investments above your target level.	Your costs of time, effort, and performance exceeds the value of product and services offered.