

A woman, Danielle Kehoe, stands waist-deep in a body of water at sunset. She is wearing a black triathlon suit with '2XU' on the leg, a pink swim cap, and goggles. She has her hands on her hips and is smiling. The background shows a calm lake reflecting the orange and yellow light of the setting sun, with dark clouds in the sky.

Danielle Kehoe Sponsorship Packet

Born to Race...No Plan B.

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Introduction:

Danielle Kehoe is a three time Age Group World Champion! She is the 2012 Overall Amateur World Champion in 70.3 Ironman, which was held in Las Vegas and placed 15th out of the professional women. She is also the 2012, 25-29 Age Group World Champion for Ironman Worlds hosted in Kona, Hawaii. She took 2nd out of the entire female amateur field and 18th out of the entire women's field including professionals. In 2012, Danielle was undefeated in her age group and was the first amateur in every race with the exception of two races.



In 2011, Danielle was the only female in the world to compete in and finish all three World Championships: Ironman, Ironman 70.3, and Xterra. She also had the fastest combined female overall time for both Ironman and Xterra World Championships. She was the (20-24) Age Group World Champion for Xterra and took bronze in her Age Group at 70.3 World Championship. She qualified for the Ironman World Championship in her first ever Ironman where she was 2nd amateur overall and first in her age group. She took first place in seven different events ranging from sprint triathlons to Ironman's, Xterra's, mountain biking, and even adventure racing.

Danielle is extremely excited to announce that she will be turning professional January 1st, 2013! As a first year Professional Triathlete she is inviting sponsors to stand by her throughout her entire professional career!

2012 Race Results

- 1st Age Group (25-29), 2nd Amateur, 18th Overall **Ironman World Championship**, Kona Hawaii –Oct. 13th
- 1st Amateur, 15th Overall **Ironman 70.3 World Championship**, Las Vegas Nevada - September 9th
- 1st Age Group (25-29), 2nd Amateur, 9th Overall **Ironman 70.3 Boulder**, Colorado - August 5th
- 1st Amateur, 8th Overall **5150 Boulder Peak Triathlon**, Boulder, Colorado - July 8th
- 1st Amateur, 2nd Overall **5430 Sprint Triathlon**, Boulder, Colorado- June 17th
- 1st Amateur, 3rd Overall **Ironman St. George**, Utah- May 5th

2011 World Championship Results

- 1st Age Group (20-24) **Xterra World Championship**, Maui Hawaii –October 23rd
- 8th Age Group (20-24) **Ironman, World Championship**, Kona Hawaii – October 8th
- 3rd Age Group (20-24) **Ironman 70.3 World Championship**, Las Vegas Nevada- September 11th

Age Group or Overall First Place Finishes in 2011

- 1st Age Group (20-24) **Xterra Mountain Cup Regional Championship** - July 16th
- 1st Age Group (20-24) **Boulder 5150 Olympic Distance Triathlon** - July 10th
- 1st Overall **Summit Adventure Race Co-ed Elite Team**- July 9th
- 1st Overall Female Winner **Pipestem Creek Xterra**, North Dakota- June 25th
- 1st Age Group (20-24) **Bailey Hundo**, 100 Mile Mountain Bike Race- June 18th
- 1st Age Group (20-24), 2nd Amateur, 5th Overall **Ironman St. George** - May 7th



2012 Awards:

- 2012 USAT Awards still pending, being considered for U.S. Athlete of the Year Award
- 2012 Boulder Triathlon Series Age Group Winner

2011 Awards Received:

- 2011 Hawaiian Airlines Double Winner-
 - Fastest Overall Female Combined Time for Xterra and Ironman World Championships
- 2011 Only Female in the World to Compete and Finish all Three World Championships
 - Ironman, Ironman 70.3, and Xterra
- 2011 USAT All-American Honors
- 2011 Boulder Triathlon Series Age Group Winner (20-24)

World Championship Qualifier:

- 2011 & 2012 Ironman Age Group World Championship Kona, Hawaii
- 2011 & 2012 Ironman 70.3 Age Group World Championship Lake Las Vegas, Las Vegas
- 2009, 2010, & 2011 Xterra Age Group World Championship in Maui, Hawaii
- 2008 Triathlon Olympic Distance Age Group World Championship in Vancouver, Canada
- 2007 Triathlon Olympic Distance Age Group World Championship in Hamburg, Germany
- 2006 ITU Junior World Championship in Lausanne, Switzerland
- 2006 Triathlon Olympic Distance Age Group World Championship in Lausanne, Switzerland



2013 Tentative Race Schedule

- Ironman 70.3 California- March 30th
- Ironman 70.3 US Pro Championship, St. George, Utah - May 5th
- Ironman 70.3 Boise – June 8th
- Ironman Coeur d'Alene – June 23rd
- Ironman 70.3 Boulder – August 4th
- Ironman 70.3 World Championship, Las Vegas – September 8th***
- Ironman World Championship, Kailua-Kona, HI- October 12th***
- Ironman Austin- Date TBA (Only if not competing in Kona)
- Ironman Arizona- Date TBA

*** Qualification Races



Goals

- Podium as a Professional Ironman Triathlete in 2013
- Qualify for both 70.3 and Ironman World Championships as a Professional

Long Term Goals (3-5 Years)

- Win Kona World Championship and 70.3 Ironman World

Education

- Magna Cum Laude Graduate of Metropolitan State University of Denver, Colorado
Majored in Human Performance and Sport; Adult Fitness and Exercise Science with a Minor in Nutrition

2013 Tentative Expense Report

Category	Description	Fee
Daily Living	Food	\$6,000.00
	Rent (Apartment)	\$12,000.00
	Car Payment	\$4,000.00
	Fuel Expenses	\$2,880.00
	Car Insurance	\$1,020.00
	Health Insurance	\$4,800.00
	Internet Fees	\$600.00
Coaching and Membership Fees	Coaching Trismarter	\$2,400.00
	Coaching Swimming	\$2,400.00
	Coaching Training Camps	In with Racing Fees
	USAT Pro Membership Card	\$39.00
	Ironman Pro Race Fee	\$750.00
	Gym Membership	\$720.00
Race Accessories	Travel	\$3,740.00
	Hotel	\$5,600.00
	Rental Car	\$3,950.00
	Bike Travel Fees	\$1,900.00
	Fuel	\$1,525.00
Race Accessories	Equipment Fees	\$5,000.00
	Weekly Massage	\$2,160.00
	Lap Top - Mac Pro	\$2,500.00
Sports Nutrition	Nuun Tablets	\$250.00
	Gu's and Gu Chews	\$350.00
	Protein Powder	\$100.00
Net Total		\$64,684.00

Danielle Kehoe 2013 Tentative Race Expense Report

Race	Travel Fee	Bike Travel Fees	Hotel	Rental Car	Fuel	Totals
Ironman 70.3 California	\$400.00	\$200.00	\$500.00	\$400.00	\$100.00	\$1,600.00
Ironman 70.3 U.S. Pro Championship- St. George Utah	\$300.00	\$200.00	\$500.00	\$375.00	\$100.00	\$1,475.00
Ironman 70.3 Boise	\$400.00	\$200.00	\$500.00	\$350.00	\$150.00	\$1,600.00
Ironman Coeur'd Alene	\$400.00	\$200.00	\$700.00	\$450.00	\$200.00	\$1,950.00
Ironman 70.3 Boulder	\$40.00					\$40.00
Ironman 70.3 World Championship- Las Vegas***	\$300.00	\$200.00	\$400.00	\$275.00	\$75.00	\$1,250.00
Ironman World Championship- Kona Hawaii***	\$1,000.00	\$300.00	\$1,000.00	\$600.00	\$200.00	\$3,100.00
Ironman Austin^^^	\$450.00	\$200.00	\$700.00	\$450.00	\$200.00	\$2,000.00
Ironman Arizona	\$250.00	\$200.00	\$300.00	\$450.00	\$200.00	\$1,400.00
Training Camps						
Arizona	\$200.00	\$200.00			\$100.00	\$500.00
Kona	See Above	See Above	\$1,000.00	\$600.00	\$200.00	\$1,800.00
Category Sub Totals	\$3,740.00	\$1,900.00	\$5,600.00	\$3,950.00	\$1,525.00	
Net Total						\$16,715.00

*** Upon Qualification will compete in these races, if she does not compete in Kona she will do Austin instead

As Danielle Kehoe's Sponsor she is seeking the Following:

(In Combination of Cash and Gift in Kind)

- **Title Sponsor** (Diamond Level)- Contribution of \$25,000 or more
 - All the Benefits of a Platinum Level Sponsor
 - Prime Logo Location on Uniform, Website, and Blog
 - Speaking Engagements
 - Photo Shoot with Product For Marketing Purposes
- **Platinum Level**- Contribution of \$10,000
 - All the Benefits of a Gold Level Sponsor
 - Logo on Uniform and Travel Clothing
 - Product Podium Exposure
 - World Championships
 - Sponsored Brand Name Recognition in All Conducted Interviews
- **Gold Level**- Contribution of \$5,000
 - All the Benefits of a Silver Level Sponsor
 - Scheduled Facebook and Twitter Posts
- **Silver Level**- Contribution of \$1,000
 - All the Benefits of a Bronze Level Sponsor
 - Logo Placed on Website, Blog, and Facebook
- **Bronze Level**- Contribution of \$500
 - Mention on Twitter and Facebook



Contact Information

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Thank You For Your Support