

| Level | Affiliated partner | Ironman Sponsor | 70.3 Sponsor | Olympic Partner | Sprint Partner |
|--|---|--|--|--|--|
| Title & Exclusivity | | | | | |
| Naming rights | Club name | 1 club event per year | Negotiable | Negotiable | No |
| Product exclusivity | Yes – club meetings, major functions | Negotiable | Negotiable | Negotiable | No |
| Sponsorship value (cash or in-kind) p.a. | \$3,000+ | \$1,500+ | \$500-\$1,500 | \$250+ | \$0-\$250 |
| Member benefits | Standard membership benefits of affiliated partner | Discount on products and services for members | Discount on products and services for members | Discount on products and services for members | Discount on products and services for members |
| Signage & branding | | | | | |
| Logo on club equipment | Yes | Negotiable | No | No | No |
| Logo on club marquees/tents | Yes | Negotiable | No | No | No |
| Flags / signs at race/event venues (Vikings Central) | 4 flags / signs | Up to 4 flags / signs | Up to 2 flags / signs | 1 flag / sign | Negotiable |
| Merchandising | | | | | |
| Logo on club uniforms | Yes | Negotiable | No | No | No |
| Promotions & advertising | | | | | |
| Logo on event promotions and advertising | Yes | Negotiable | Negotiable | Negotiable | Negotiable |
| Editorial content to members in newsletters | Yes | Yes, up to once per month | Yes, up to once every two months | Yes, up to once per quarter | Yes, twice per year |
| Promotion at annual dinner | Yes | Yes | Yes | Yes | Yes |
| Website & social media | | | | | |
| Facebook posts | Yes | Yes | Yes | Yes | Negotiable |
| Twitter posts | Yes | Yes | Yes | Yes | Negotiable |
| Website logo inclusion | Yes | Yes, large | Yes, medium | Yes, medium | Yes, small |
| Website company profile & website link | Yes | Yes | Yes | Yes | Yes, brief |