COUNTY



KIDS OF STEEL

TRIATHLON

2026 SPONSORSHIP OPPORTUNITIES

THECOUNTYKOS2026

Our Mission

“County Kids of Steel is a community-driven triathlon in Prince Edward County, dedicated to inspiring youth to lead active, healthy lives. Our mission is to foster fitness, perseverance, and fun through sports, while promoting healthy development and local family engagement. By empowering kids of all abilities to challenge themselves in a supportive and inclusive environment, we aim to build lifelong habits of wellness and strengthen community connections.”

History of the County Kids of Steel (KOS)

The County Kids of Steel Triathlon was first held in June 2007, following the final BYST Kids of Steel event in Picton in 2006. When the BYST triathlon did not continue, local sports enthusiasts stepped forward as volunteer race directors and rebranded the event as County Kids of Steel. The triathlon ran successfully each year until June 2019 and, like many community events, faced challenges returning after the pandemic.

Thanks to a dedicated volunteer committee and strong community support, the event successfully returned in June 2025.



Five Star Return in 2025

The 2025 Kids of Steel Triathlon delivered high-visibility community impact, engaging 208 young athletes, over 100 volunteers, and hundreds of spectators in a positive, well-organized event that celebrates youth health, achievement, and community pride.

In our post-event survey, parents rated the overall event experience as five stars, and all respondents indicated they would recommend the Kids of Steel Triathlon to other families.

“Great event! We loved it and will be back. The confidence and pride our daughter experienced has not worn off.”



2026 Event Overview

The County Kids of Steel Triathlon takes place on June 7, 2026, at the Prince Edward Fitness and Aquatic Centre in Picton and is open to children ages 3–17. Participants complete age-appropriate swim, bike, and run courses on a safe, well-designed route, with all racers receiving a finisher medal and swag bag, and trophies awarded to top finishers by age group.

Sanctioned and insured by Triathlon Ontario, the event meets provincial safety and organizational standards while promoting healthy, active lifestyles, confidence, and resilience. County Kids of Steel brings together families, volunteers, and community partners to celebrate youth achievement in a fun, supportive environment.

Become a 2026 KOS SPONSOR

The County Kids of Steel Triathlon is more than just a race—it's a celebration of youth, health, and community!

The success of this event relies on the generous support of local businesses and organizations. Both monetary and in-kind contributions are greatly appreciated and essential in helping us maintain affordable race registrations for families. Donations will ensure each participant receives a race kit, refreshments, a finisher medal, and a safe and memorable race experience.

By sponsoring this event, local businesses can visibly support youth achievement while investing in a positive, community-driven experience.

This document outlines our standard sponsorship tiers and packages but we are always open to discussing options that best align to you and your business/organization. A benefit comparison chart is available here as well as at the end of this package.

EVENT NAMING SPONSOR (1 Maximum) $5,000

Sponsor benefits include:

- Name in the event title "2025 County Kids of Steel Powered By [Company Name]"
- Award Ceremony Participation
- Company name/logo on the timing results page and live results app
- Social Media spotlight dedicated to the company
- Company name/logo on County KOS Website with a link to your company website
- 2 free individual race entries
- Ability to place company banner or flutter flags at designated places throughout the event (banner/flags to be provided by the sponsor)
- Full use of “Proud Sponsor of 2025 County Kids of Steel Triathlon” logo
- Company name/logo on all advertisements and printed promotional materials/flyers
- Place your promotional material in race bag
- Company name on post-race thank you ad
- Company name/logo displayed on start/finish line banner

GOLD SPONSOR (Multiple Available) $2,500

Sponsor benefits include:

- Social Media spotlight dedicated to the company
- Company name/logo on County KOS Website with a link to your company website
- 2 free individual race entries
- Ability to place company banner or flutter flags at designated places throughout the event (banner/flags to be provided by the sponsor)
- Full use of “Proud Sponsor of 2025 County Kids of Steel Triathlon” logo
- Company name/logo on all advertisements and printed promotional materials/flyers
- Place your promotional material in race bag
- Company name on post-race thank you ad
- Company name/logo displayed on start/finish line banner

SILVER SPONSOR (Multiple Available) $1,500

Sponsor benefits include:

- Social Media spotlight dedicated to the company
- Company name/logo on County KOS Website with a link to your company website
- 1 free individual race entries
- Ability to place company banner or flutter flags at designated places throughout the event (banner/flags to be provided by the sponsor)
- Full use of “Proud Sponsor of 2025 County Kids of Steel Triathlon” logo
- Company name/logo on all advertisements and printed promotional materials/flyers
- Place your promotional material in race bag
- Company name on post-race thank you ad
- Company name/logo displayed on start/finish line banner

BRONZE SPONSOR (Multiple Available) $1,000

Sponsor benefits include:

- Ability to place company banner or flutter flags at designated places throughout the event (banner/flags to be provided by the sponsor)
- Place your promotional material in race bag
- Company name/logo on the KOS website
- Company name on post-race thank you ad
- Company name/logo displayed on start/finish line banner
- Social Media mentions

WATER STATION SPONSOR (2 Available) $500



Sponsor benefits include:

- Display Company Banner or Flutter flags at Water Aid Station (sponsor to supply)
- Company name on post-race thank you ad
- Company name displayed on start/finish line banner
- Social Media mentions
- Company name on KOS website

ATHLETE SPONSOR OR SWAG BAG SPONSOR (MULTIPLE) $200+

Sponsor benefits include:

- Company name on post-race thank you ad
- Company name displayed on start/finish line banner
- Social Media mentions
- Company name on KOS website



Sponsor Benefits Chart

	Event Naming Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Water/Aid Station	Athlete Sponsor and
	1 Available	Multiple Available	Multiple Available	Multiple Available	3 Available	Multiple Available
Sponsor Benefits	$5,000	$2,500	$1,500	$1,000	$500	$200+
Name in the event title "2026 County Kids of Steel Powered By [Company	X					
Award Ceremony participation	X					
Company name/logo on timing results page and live results app	X					
Social media spotlight dedicated to company name/logo	X	X	X			
Company name/logo on County KOS Website with a link to your company	X	X	X			
Free Individual Race Entry	2	2	1			
Display Sponsor Banner or flutter flags at designated spots (sponsor to supply)	X	X	X	X	X	
Full use of "Proud Sponsor of 2026 County KOS" logo	X	X	X			
Company name/logo on all advertisements and printed	X	X	X			
Place your promotional material in race bag	X	X	X	X		
Company name/logo on County KOS Website	X	X	X	X		
Company name on post-race thank you ad	X	X	X	X	X	X
Company name and/or logo displayed on start/finish line banner	X	X	X	X	X	X
Social media mentions				X	X	X
Company name on County KOS Website					X	X

SOLD OUT

Payment can be made by cheque made out to “County Kids of Steel OR by e-transfer to info@countykidsofsteel.ca

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THANK YOU

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