

# **JOANNA CHODOROWSKA**

## **NUTRITION IN MOTION**

**PERSONAL NUTRITION COACH, SWIM INSTRUCTOR AND TRIATHLON COACH  
ELITE LEVEL TRIATHLETE**



## **SPONSORSHIP PROPOSAL**

**~ Proving that women over 40 can be strong, healthy and on top of their game ~**

For more information on sponsorship for, please contact Joanna Chodorowska,  
Nutrition in Motion, 215-272-6774  
or by e-mail at [joanna@nutrition-in-motion.net](mailto:joanna@nutrition-in-motion.net)



## **Nutrition in Motion, Joanna Chodorowska**

### **Mission Statement**

Nutrition in Motion is a for-profit nutrition based company whose mission is to help clients alleviate their health symptoms by changing their nutrition intake, thus improving the quality of life of clients and their families. Nutrition in Motion provides nutrition services which include private nutrition coaching, personalized meal plans, group classes, Learn To Cook™ classes, group nutrition classes and online support forums to name a few.

The goal of Nutrition in Motion sponsorship is to increase funding to support Joanna's addiction to racing while promoting fitness and healthy life styles to women in all age groups in the tri-state area. But really it is an opportunity to help local businesses increase their exposure to the community of triathletes via someone who is in the field of training and coaching triathletes thru three levels of coaching – nutrition, swim lessons and triathlon coaching.

### **Event Listing**

I participates in approximately 15-20 local events each year through a combination of both running and triathlons races and cycling events. The tentative 2010 Schedule is listed below.

Weekly group events:

- Fleet Feet Running Store runs – Tuesday and Saturday AM or Wednesday PM
- Run USA, Philly - group runs Saturday mornings
- LA Fitness and Philadelphia Sports Club – swimming sessions M-W-F mornings
- Group rides – weekday and weekend rides 4-30 per ride
- Rhonda's Rookies – thru CGI racing for the Women's only race

## **April**

- Ambler Frost Bite 5 mile run - Ambler, PA– over 600 participants
- More half marathon – NY, NY - over 10,000 participants

## **May**

- Broad Street 10 mile run – Philadelphia, PA - over 10,000 participants

## **June**

- Black Bear Triathlon – sprint triathlon – AG finisher past 2 years
- Horsham Rotary bike ride – over 500 participants on ride

## **July**

- Tex Mex 5K run– Lansdale, PA – 1000+ participants
- Philly Women’s Triathlon – over 1000 participants – women only – AG finisher past 3 years
- NJ State triathlon – sprint – over 1500 participants – AG finisher past 3 years

## **August**

- DiamondGirl Women’s sprint triathlon– over 400 participants
- SheRox women’s sprint triathlon – Philadelphia, PA – over 1200 participants
- Patriot’s Day triathlon – Bath, PA – 700 participants – AG finisher last year
- North East MD sprint triathlon – North East, MD – over 700 participants – Overall top 3 finish past 2 years
- Livestrong Challenge bike ride – over 4000 participants

## **September**

- Uninvest Cyclosporitif bike ride/ pro race – Souderton, PA – 1500 participants
- Marlton Lakes sprint triathlon – Marlton Lakes, NJ – 500 participants
- Dove 10K – sponsor and participate – Lake Galena, PA – 400 participants

## **October**

- Covered Bridge Ride – Erwinna, PA – over 1000 participants
- Dead Harrier’s 5K – Doylestown, PA – 300 participants

## **November**

- Philadelphia marathon, 8K - Philadelphia, PA – 25,000 participants

## **Sponsorship Opportunities**

Your company or organization has the opportunity to support Joanna Chodorowska, an elite level athlete over 40 who places in all triathlon races in which she partakes through various Sponsorship options beginning at \$150. Please see the attached **Nutrition in Motion Sponsorship Opportunities** information sheet to learn more about the sponsorship opportunities available.

## **Nutrition in Motion and Your Company**

Many companies currently utilize various sports teams shirts, social media, or exhibits at local races as a way to promote their businesses to the public. Joanna coaches many clients in nutrition, swimming lessons and triathlon with a number of contacts reaching over 1000. The more jerseys, shirts and shorts she can get out to her clients to wear, the more exposure the sponsors will have. Nutrition in Motion will be the medium to help build exposure to the local tri-state community of triathletes, cyclists and runners.

If you are interested in promoting community service programs, as well as health and fitness within your company or organization, please consider sponsoring Joanna Chodorowska and Nutrition in Motion.

# **Nutrition in Motion Sponsorship Opportunities**

Note: Primary placement on shirts will be occupied by Nutrition in Motion logo. All other logos will be placed just below NIM logo and on jerseys, across pockets, shoulders, etc. Prototypes soon to follow.

## **Platinum Sponsorship \$1,000**

- Your company logo will be screened on all Training and Race Day shirts and jerseys for an entire year.
  - Note exposure: Customers of Nutrition in Motion will have option to buy such shirts and jerseys; over 500 potential clients to help increasing the exposure.
- Your company logo will be included in all newsletters for an entire year (1 per week average to over 1000 people).
  - Your company will have an active link.
  - You will have the opportunity to include a discount for your services or products in this newsletter
- Your company logo will be included on the Nutrition in Motion website on the sponsor page for entire year and listed as a 'Platinum Sponsor'. Your logo will have an active link to your website.
- Your company name and logo will be listed on my Facebook and LinkedIn pages.
- Your company logo will be added to my car if you can provide a sticker or magnet
- Your company will receive a Nutrition in Motion Platinum Sponsor award.
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## **Gold Sponsorship \$5 00**

- Your company logo will be screened on all Training and Race Day shirts and jerseys for an entire year.
- Your company logo will be included on the Nutrition in Motion website on the sponsor page for entire year and listed as a 'Gold Sponsor'.
- Your company logo will be included in all newsletters for an entire year (1 per week average to over 1000 people).
  - Your company will have an active link.
  - You will have the opportunity to include a discount for your services or products in this newsletter once a quarter.
- Your company name and logo will be listed on my Facebook and LinkedIn pages.
- Your company logo will be added to my car if you can provide a sticker or magnet
- Your company will receive an engraved Nutrition in Motion Gold Sponsor award.

## **Silver Sponsorship \$250**

- Your company logo will be screened on all Training and Race Day shirts and jerseys for an entire year.
- Your company will be listed as a "Silver Sponsor" on the Nutrition in Motion website.
- Your company name will be included in all newsletters for an entire year (1 per week average to over 1000 people).
  - You will have the opportunity to include a discount for your services or products in this newsletter twice per year
- Your company name will be listed on my Facebook and LinkedIn pages.
- Your company will receive an engraved Nutrition in Motion Silver Sponsor award.

## **Bronze Sponsorship \$100**

- Your company name will be printed on all Training and Race Day shirts and jerseys for the season
- Your company will be listed as a “Bronze Sponsor” on the Nutrition in Motion website.
- Your company name will be listed in all Nutrition in Motion newsletters (1 average per week to over 1000 people)

## **Cost of Racing (to include training, bike maintenance, travel, race entry fees, etc)**

- Average race entry fee for triathlon : \$ 75-125 per triathlon race, \$25 per running race, \$30 per cycling event
- Average number of races per year : 4-7 triathlons, 7-10 running races, 4-6 organized rides
- Average overnight stays: 3-4 (most races are local and can drive race day morning)
- USAT membership fee : \$35
- Average bike maintenance cost per month : \$60
- Average cost of clothing, running shoes, etc : \$ 600 annually
- Average cost of supplements used per year: \$ 1,500
- Total average fees for racing annually: \$ 4,500 annually

# **NUTRITION IN MOTION** **SPONSORSHIP AGREEMENT**

**\_\_\_\_\_ YES. We agree to become a Sponsor for Joanna Chodorowska and Nutrition in Motion**

In recognition of the efforts of Joanna Chodorowska, Nutrition in Motion, we will make a Sponsorship contribution of:

_____ \$1,000	PLATINUM SPONSOR
_____ \$ 500	GOLD SPONSOR
_____ \$ 250	SILVER SPONSOR
_____ \$ 100	BRONZE SPONSOR

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Check Enclosed \_\_\_\_\_ Please Invoice Me \_\_\_\_\_

Credit Card Info \_\_\_\_\_ Exp Date \_\_\_\_\_

Checks should be made payable to Nutrition in Motion. Please send to:

**Nutrition in Motion**  
**106 Pimlico Way**  
**North Wales, PA 19454-4500**  
**Attn: Joanna K Chodorowska**  
**Phone: 215-272-6774 Fax: 215-393-5397**  
**Email: joanna@nutrition-in-motion.net**

**Your Company Logo ( For Silver, Gold and Platinum levels ONLY):**

**Please send an electronic version of your company logo to the following e-mail address:**

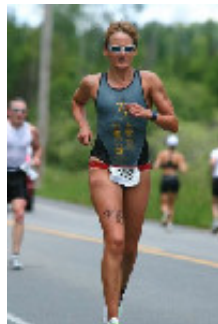
joanna@nutrition-in-motion.net **Please make sure to send the logo in either jpeg or pdf format only.**

***Thank you for making your contribution and allowing Joanna Chodorowska the opportunity to race more frequently throughout the 2010 season, promoting healthy women over 40 and your businesses, too.***

**SUMMARY:** Seventeen years of triathlon training and racing with a newer focus in sprint triathlon and swim-bike only races. My goal is to finish among the top 10 of female race finishers, or top 3 in AG. Consistently among the 3 fastest cyclists overall. Continuous promotion of sport, sponsors and own business, Nutrition in Motion (nutrition coaching, swim instruction and triathlon coaching) via nutrition talks to clubs, etc. 2010 year was a injury year preventing me from running, so I did swim-bike events!

**RACING RESULTS HIGHLIGHTS:**

- 2010:** **NOTE:** This year was a recovery year with limited ability to run from a Oct 09 injury.  
Patriot's Day Triathlon – 3<sup>rd</sup> Overall woman (with no run training)  
Wildwood Aqua-bike – Overall Winner (even beat men by 3 mins)  
LBI sprint triathlon – 4<sup>th</sup> Overall female, 1<sup>st</sup> in AG (with new run form – hired a coach)  
Quakerman Aqua-Bike – Overall winner (beat the men, too by 4 mins)
- 2009:** Philly Women's Triathlon (du)– 2<sup>nd</sup> in AG, 3<sup>rd</sup> fastest bike split  
NJ State Triathlon – 1<sup>st</sup> in AG – 3<sup>rd</sup> fastest bike split  
Patriot's Day Triathlon (du) – 2<sup>nd</sup> in AG – 2<sup>nd</sup> fastest bike split  
North East MD triathlon – 2<sup>nd</sup> Overall female – fastest bike split, 3<sup>rd</sup> fastest swim time  
LBI sprint triathlon – 3<sup>rd</sup> overall female – fastest bike split!
- 2008:** **USAT Ranking – top 10% of females in AG**  
Black Bear Triathlon – 3<sup>rd</sup> in AG, 3<sup>rd</sup> fastest bike split  
Philly Women's Triathlon – 2<sup>nd</sup> in AG, 3<sup>rd</sup> fastest bike split  
NJ State Triathlon – 1<sup>st</sup> in AG – 3<sup>rd</sup> fastest bike split  
North East MD triathlon – 3<sup>rd</sup> overall – 3<sup>rd</sup> fastest bike split
- 2007:** **USAT ranking of 304<sup>th</sup> out of 3379 in AG; Honorable Mention status**  
Season was plagued with plantar fasciitis – ability to run regularly resumed in September  
**USAT level 1 Coach** certification – July 2007; **USAT Ambassador** – July 2007  
**Official Open Water Swim Coach** for CGI Racing triathlon series  
St Pat's 10 miler - March 10- 3rd in AG  
Black Bear sprint tri - June 3 - 5th in AG with plantar fasciitis - lucky i could run at all!  
Philadelphia Women's Tri - July 8 - 9th overall female, 4th in AG  
Musselman sprint tri - July 15 - 10th overall woman, 1st in AG  
North East Olympic tri - Aug 26 - 10th overall woman; 3rd in AG  
Patriot's Day sprint tri - September 23<sup>rd</sup> - 2nd in AG; 6th woman overall.
- 2004:** **USAT ranking of 60<sup>th</sup> out of 1178 in AG; Honorable Mention status**  
T3 Triathlon Team – VP, elite team member, sponsorship coordinator, web support
- 2003:** **Degree Team Ironman member, Active Elite team member**  
Consistently 2<sup>nd</sup> or 3<sup>rd</sup> in AG in all events raced.



## **Tentative 2011 Race Schedule/ Goals**

Ambler Frostbite 5 miler run – support for team members  
Broad Street 10 miler – May – support for team members  
OCR Ovarian Cancer 5K - sponsor  
Diamond Girl series –2 of 4 races  
Black Bear sprint tri – June – top 5 overall or top 3 in AG  
Philadelphia Women’s Triathlon – June – top 5 overall  
Musselman sprint tri – top 3 overall  
Tex Mex 5K  
New Jersey State sprint tri – top 3 overall  
Phil’s tavern 5K  
NE MD sprint tri – August – top 3 overall  
Patriot’s Day triathlon – top 3 in AG  
SheRox triathlon – top 3 in AG  
Wildwoods triathlon – top 3 overall  
Marlton Lakes sprint tri – top 3 overall  
Improve USAT ranking to Honorable Mention

## **Clubs, Articles and Promotional pieces:**

### **AmericanTri magazine – October 2003**

- Athlete Jane – highlighted athlete for month’s issue

### **Nutrition in Motion –**

- Provide seminars to triathletes via Team in Training, tri clubs and local bike and running stores
- Provide swim coaching and instruction to beginner and active triathletes via clinics and private instruction
- Provide nutrition seminars and lectures for Team in Training members
- Promote sponsors product and equipment during lectures, training sessions and races
- Sponsor local 5K, bike events and health fairs

### **Philly Fit Magazine –**

- write articles about nutrition for local magazine
- Philly Fit retreat – lead nutritionist on staff for 3 years
- Philly Fit Challenge Team member (2003-2009)
- Distribute magazines to clients

### **Liberty Sports Magazine –**

- write articles about sports nutrition and triathlon for local magazine
- do taste tests of various products for said articles
- drive LSM car to events and promote magazine
- distribute magazines to clients