



ELEVATE 28



JOIN THE MOVEMENT

**ELEVATE28 WILL SHAPE THE NEXT ERA
OF TRIATHLON IN THE UNITED STATES**

With the Summer Games returning to U.S. soil for the first time in 30 years, and with triathlon set to open the Olympic program as the first event and medal ceremony, we are on the precipice of a critical transformation of our sport.



★ FUELING OLYMPIC & PARALYMPIC DREAMS **\$12M**

Your support funds the resources needed to recruit, train, and win at the highest level - covering costs for world-class coaching, college scholarships, international competition, essential equipment and technology, and advanced sport science. These investments strengthen talent identification, training camps, and daily training environments, building a pipeline that prepares athletes to succeed on the world's biggest stages.

★ EXPANDING YOUTH PARTICIPATION **\$8M**

Donations grow youth triathlon nationwide through programs like USA Kids Tri, the Youth State Series, and Splash & Dash races. These investments expand access by covering youth memberships and supporting partnerships with organizations that facilitate introductory community events, youth programs, and school-based triathlon clinics.

★ ADVANCING BELONGING & ACCESS OPPORTUNITIES **\$4M**

Your generosity expands access to triathlon by breaking down financial, physical, and cultural barriers that prevent athletes from getting started or staying involved. From supporting beginner triathletes with race entries and essential equipment to investing in adaptive athletes and community-based programs, these grants create real opportunity.

★ RESPONDING RAPIDLY TO EMERGING NEEDS **\$4M**

Philanthropy empowers USA Triathlon to act with agility – whether expanding programs for development athletes beyond the NCAA pathway, enhancing daily training environments through investment in assistant coaches, or scaling high-impact initiatives and programs that drive meaningful progress across the sport.

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ELEVATE28 IS MORE THAN A FUNDRAISING EFFORT; IT IS A MOVEMENT TO ELEVATE THE ENTIRE TRIATHLON COMMUNITY BY PREPARING OUR ATHLETES FOR SUCCESS AT THE LA28 OLYMPIC AND PARALYMPIC GAMES AND BEYOND, INSPIRING FUTURE GENERATIONS, AND ENSURING TRIATHLON BECOMES ONE OF THE MOST ACCESSIBLE, INCLUSIVE, AND THRIVING SPORTS IN THE UNITED STATES.



Victoria Brumfield
Chief Executive Officer
USA Triathlon



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TRIATHLON HAS GIVEN ME PURPOSE, OPPORTUNITY, AND A PATH TO THE PARALYMPIC PODIUM, BUT IT'S ALSO AN EXPENSIVE JOURNEY. THE USA TRIATHLON FOUNDATION EASES THOSE FINANCIAL PRESSURES, EMPOWERING ATHLETES LIKE ME TO TRAIN, COMPETE, AND PURSUE OLYMPIC AND PARALYMPIC DREAMS WITHOUT LIMITS.

Chris Hammer
Paris 2024 Paralympic Gold Medalist

GIVING LEVELS AND IMPACT

1982 SOCIETY | \$1,982 – \$9,999

Honors the year USA Triathlon became the national governing body. A gift at this level can help strengthen grassroots efforts and lay the foundation for growth across youth, access and inclusion, and high performance initiatives.

LEADERSHIP CIRCLE | \$10,000 – \$24,999

Your investment at this level may expand programs serving all three philanthropic priorities while creating more opportunities for emerging elite and adaptive athletes.

CEO EXCELLENCE CIRCLE | \$25,000 – \$99,999

Support at this level allows the CEO flexibility to address the sport's greatest needs and make timely, high-impact investments.

THE VICTORY CIRCLE | \$100,000 – \$249,999

A gift at this level can help strengthen elite development pipelines while expanding access to training camps, daily training environments, and international readiness.

THE CHAMPIONS CIRCLE | \$250,000 – \$499,999

Your generosity at this level may scale competitive and community outreach programs, advance paratriathlon pathways, and fund international racing opportunities for our Olympic and Paralympic athletes.

THE PODIUM CIRCLE | \$500,000+

An investment at this level elevates the reach and impact of USA Triathlon by fueling Olympic and Paralympic podium success, strengthening the full athlete development pipeline, and securing a lasting legacy of excellence and inclusion as we build toward LA28 and beyond.

As a valued donor, you will also enjoy engaged stewardship, opportunities to participate in exclusive USA Triathlon Foundation events, and priority access to purchase LA28 hospitality as opportunities become available.