



2012 Event Schedule:

Nautica South Beach Triathlon	April 1, 2012
Capital of Texas Triathlon	May 28, 2012
Philadelphia Insurance Triathlon	June 24, 2012
Life Time Triathlon Minneapolis	July 14, 2012
Life Time Triathlon Chicago	August 26, 2012
Herbalife Los Angeles Triathlon	September 30, 2012
Toyota US Open Triathlon (Dallas)	October 7, 2012

Total Series Purse:

Event	Total Purse
Nautica South Beach	\$40,000
Capital of Texas	\$40,000
PHLYTRI	\$40,000
Life Time Tri Minneapolis	\$50,000
Life Time Tri Chicago	\$50,000
Herbalife Los Angeles	\$40,000
Toyota US Open (Dallas)	\$60,000
Toyota Cup	\$149,000
Toyota Car	\$60,000
Premiums/Other	\$45,000
TOTAL	\$574,000

Prize Purse Distribution: Each event will award the prize purse as follows:

	South Beach, Capital of Texas, Philly & LA	Chicago & Minneapolis	Toyota U.S. Open Dallas	Toyota Cup
1st place	\$10,000	\$12,500	\$15,000	\$60,000*
2nd place	\$5,000	\$6,250	\$7,500	\$20,000
3rd place	\$2,000	\$2,500	\$3,000	\$10,000
4th place	\$1,000	\$1,250	\$1,500	\$8,000
5th place	\$500	\$625	\$750	\$6,000
6th place	\$400	\$500	\$600	
7th place	\$360	\$450	\$540	
8th place	\$300	\$375	\$450	
9th place	\$260	\$325	\$390	
10th place	\$180	\$225	\$270	

*Includes Toyota Vehicle



PREMIUMS:

The Race to the Toyota Cup series has \$42,000 in premiums available. \$1,000 for the fastest swim, bike and run in each event (men/women).

POINTS SYTEM:

The point system for the series is exactly the same as 2011. The scoring is using single digits instead of thousands. In addition, 0.5 point will be awarded to the fastest swim, fastest cycle and the fastest run legs at each event.

	All Except Dallas	Dallas
1st place	10.0	20.0
2nd place	9.0	18.0
3rd place	8.0	16.0
4th place	7.0	14.0
5th place	6.0	12.0
6th place	5.0	10.0
7th place	4.0	8.0
8th place	3.0	6.0
9th place	2.0	4.0
10th place	1.0	2.0
Swim	.5	1.0
Bike	.5	1.0
Run	.5	1.0

Toyota Cup Qualification:

1. Start at least 3 events, including Toyota U.S. Open in Dallas. Top 5 events count.
2. Tiebreaker is the Toyota U.S. Open performance

Pro Assistance Packages:

Pro Travel Assistance and compensation packages are decided on a case by case basis. In addition, each race has a set of policies that vary slightly. Although all of the races are part of a nationwide series, (which gives you more opportunities for earning \$ and media potential) they are still independently owned and operated. Typically, entry fees are waived if you register for the race prior to 60 days before race day. Any comp entries after the 60-day mark are subject to the discretion of the Race Director. The earlier you register for the race, the more we can promote your appearance and provide you with individual travel assistance. If your plans change it is your responsibility to contact the Pro Coordinator to let them know; this email or phone call goes a long way for the Race Directors. Again, please note travel assistance is decided upon by each individual race. Please contact each race’s pro coordinator(s) for more details and to discuss your exact situation.



Pro Coordinator Contact List:

Series Wide	D. Brienza	631.463.7165	Procoordinator@lifetimefitness.com
LT Tri Chicago	Anita Kalhan	773-339-4846	ChicagoTriPros@yahoo.com
LT Tri Minneapolis	David Schutz	,952-229-7708	dschutz@lifetimefitness.com
Toyota Cup Dallas	D. Brienza	631.463.7165	procoordinator@lifetimefitness.com
CapTex Tri	Rick Margiotta	512-689-8276	rick@captextri.com
Nautica South Beach Tri	Suzie Davis	818-707-8866 x 31	sdavis@mesp.com
Herbal Life Los Angeles Tri	Sharon Boles Gretchen	949-533-3649	sboles@mail.com
Philadelphia Tri	Cooney	610-687-3955 x106	gcooney@comcast.net

Pro Athlete Ambassador Program:

For 2012, LT will be piloting a pro athlete ambassador program for athletes who would like to participate. LT will provide professional athletes with a unique promotional code for the Minneapolis, Chicago and Dallas Triathlon. In addition, LT will provide athletes with web banners with their unique codes and other promotional materials at the request of the athlete. The athlete can utilize their social networks, local market relationships and other channels to distribute their unique promotional code and promote the Race To The Toyota Cup Events. The code will be valid for 10% off a race entry for individuals who register with the code. For each participant that uses the code, LT will offer the professional athlete a stipend equal to 10% of each entry or a donation to a charity of their choice. If an athlete would like to participate in this program, please email: procoordinator@lifetimefitness.com