



8th nautica

New York City Triathlon

July 20, 2008

Set your alarm and get ready for the 2008 Nautica New York City Triathlon. The 2007 NYC Triathlon sold out in a week. Don't get shut out for 2008. We proudly host USA Triathlon's Physically Challenged National Championship, The Ivy League Tri Champs, and the Life Time Fitness Elite Age Group race. YOU are our most important consumer. We'll see you July 20th in the Hudson River.

Entry Fees & Deadlines – 2008 Nautica NYC Triathlon

Age Group Fee

November 1 - January 31: \$185
February 1 - March 31: \$205 (if available)
April 1 - July 10: \$230 (if available)

Age Group Relay Fee

November 1 - January 31: \$220
February 1 - March 31: \$250 (if available)
April 1 - July 10: \$280 (if available)
**Registration fee is per team

Champions Club

November 1 - \$500
(only 100 slots available)

Reebok jetBlue AIRWAYS



PROCESS STATEMENT

The ideation behind the cards was to create a uniformed campaign for the New York City Triathlon. The most logical form was to create three cards, one for each of the sports in the triathlon (one card for biking, one for swimming,

and one for running). On these cards the challenge was to give the sponsors prominent placement and create hierarchy within the back of the card.