THE ROAD TO KONA

"The greatest adventures are the ones that begin with the most unknown endings. The #IMWC in #Kona is the pinnacle of endurance sport, and no one can predict what will happen. But it is not only the racers, but also everyone following along that can experience something from Kona that can change their life forever."

2020 CORPORATE PARTNERSHIP OPPORTUNITY

★ PROFILE

Former D1 athlete and wrestler for the Ohio State Buckeyes (2001); *Daniel Koch* (38) moved from the cornfields of Ohio to New York with his twin brother (Derek) in 2002 and hasn't stopped chasing his dreams ever since.

For for the past 18 years in the Big Apple, Daniel has built companies, brands and relationships with some of the most influential business people from all over the world. At the age of 25, Daniel opened his first restaurant (*Jour et Nuit*, 2007) on Fifth Avenue in Midtown. During the next 10 years, Daniel would go on to pioneer the hospitality business; opening three of his own large scale restaurants (*MPD*, TOY, *Château*) powered by his boutique hospitality company, *Dual Groupe* and anchored by an original multi-branded event concept, *Day & Night* — he and his brother created in 2008. The now legendary-event made headlines all over the globe and received an enormous amount of recognition from all major media publications (*The New York Times, New York Post*) and beyond. The success opened the doors to landing his very own TV show, *Playing with Fire* on the E! Network in 2013.

In 2016, Daniel made a lateral move into luxury residential real estate. He is fully active and licensed with downtown top-producing sales team, Toni Haber at Compass. He is also software consultant for Maps Financial and motivational speaker for business professionals.

Always hungry for more, in April 2017; Daniel found a new passion through the sport of Ironman. In the past 3 years, Daniel has completed Ironman Arizona, 10 x half-Ironman races, 4 x marathons and dozens of races in between. In his latest Ironman, Daniel almost eclipsed the 10-hour mark for a new personal best and finished 2019 in the Top 2% of his age group worldwide — once again achieving *All World Athlete* in 2017, 2018 and 2019.

In December 2018, Daniel joined *Nor'easter Elite* — a professional Triathlon team based in Massachusetts headed up by Coach James Petersen. As his fourth year of Ironman approaches (April 2020), Daniel is determined to qualify for KONA and compete at the Ironman World Championships in 2021.

★ COACHES / TEAM ★

James Petersen / Nor'easter Elite

www.noreasterelite.com

James is the Head Coach and Founder of Nor'easter Elite. He is a USA Triathlon ITU Level II Certified coach and has extensive experience in developing and coaching elite triathletes. In his Elite Squad he works with both ITU and Ironman disciplined athletes. His Elite Squad offers professional and development athletes a full-time Daily Training Environment, built to provide a high-performance and high-expectation training environment to lead athletes to international success. Additionally, James is USA Triathlon's Collegiate Chair and the Commissioner of the Northeast Collegiate Triathlon Conference.

Stephen Finley / Brooklyn Track Club

www.brooklyntrackclub.com

One step on the track as a youngster began a life long love affair with going fast and as he began competing at the collegiate and professional level, love developed into a full-fledged obsession. When you care about getting better as much as Steve does, you don't just hang up the spikes and call it a career. That's why Steve has turned his attention to the goals and dreams of New York City's running community. After being mentored by some of the best coaches in the world, and injecting his rare breed of enthusiasm at college and professional groups in every corner of the country, Steve has landed in Brooklyn, where he leads Brooklyn Track Club, lighting a fire under veterans and beginners alike.

★ CURRENT STATUS ★

IRONMAN ALL WORLD ATHLETE

IRONMAN 70.3 RANKINGS (PROJECTED 2020 STATUS)
MALE AGE GROUP 35 - 39 (21,963 Athletes)

https://www.ironman.com/all-world-athlete-agr

In 2017, Daniel finished in the top 10% of his age group, globally, and earned recognition as a *Bronze All World Athlete* for the 2018 season.

In 2018, Daniel finished in the top 5% of his age group, globally, and earned recognition as a *Silver All World Athlete* for the 2019 season.

In 2019, Daniel finished in the top 2% of his age group, globally, and earned recognition again as a *Silver All World Athlete* for the 2019 season.

**TRENDING TO THE TOP; Daniel is currently ranked 62nd in the USA and 248th in the world in his age group, respectively.

2019
SILVER: TOP 5%

2020
SILVER: TOP 2%

USA: 62nd

GOBAL: 248th

★ 2020 SCHEDULE ★

Daniel will launch his Ironman 2020 season at The Woodlands in Texas on April 25th. This will be Daniel's first opportunity to qualify for the **Ironman World Championships** in Kona, Hawaii in October 2021.

On May 31st, Daniel will compete in Canada in Victoria, B.C. with a chance to qualify for **2020 Ironman 70.3 World Championships** in Taupo, New Zealand this coming November.

On July 28th, Daniel will race in his home state of Ohio for his fourth consecutive year with a goal to win his age division.

On September 20th, Daniel will race in Washington with a shot to qualify for the **2021 Ironman 70.3 World Championships** in St. George, Utah.

On November 7th, Daniel will compete in his third full-distance Ironman in Florida for another shot to qualify to the prestigious Ironman World Championships in Kona, Hawaii in 2021.

APRIL 25TH
IRONMAN TEXAS
(KONA QUALIFIER)

MAY 31ST
IRONMAN VICTORIA, B.C. 70.3

JULY 26TH
IRONMAN OHIO 70.3
HOMETOWN RACE

SEPTEMBER 20TH
IRONMAN WASHINGTON 70.3

NOVEMBER 7TH
IRONMAN FLORIDA
(KONA QUALIFIER)

NOVEMBER 28TH
IRONMAN 70.3 WC
(TAUPO, NEW ZEALAND)

★ OPPORTUNITY ★

Brand with Daniel on his Road to Kona:

Daniel's race schedule (8-10 Ironman events between 2020 - 2021) will be the primary driver for all sponsors involved. Daniel plans to execute his road to Kona through these scheduled events ***while representing his sponsors along the way***. All sponsors who participate will receive no less than a one year branding commitment from Daniel (page 12). 2021 schedule TBD (minimum 5 races).

Right now, Daniel and his brother, Derek are approaching their relationships from local (NYC) businesses in real estate, finance, hedge funds, hospitality, healthcare (insurance) and tech companies for corporate sponsorship opportunities. Product sponsorships will also available for sampling, placement, activations etc (page 12).

Benefit Highlights:

- All sponsors will receive their company logo on Daniel's race kit (logo placement and longevity outlined on page 12)
- All sponsors will receive a minimum of 6 social media (Instagram) posts / mentions, hashtags, tags and personal stories per dedicated post (more on page 12)
- All sponsors who participate will directly support The Intrepid Fallen Heroes Fund (outlined on Page 10)
- All sponsors will be credited with unique press and media related items; tv, print, newspapers, magazines, blogs, social media etc (more on page 12)
- All sponsors will receive a framed photo from the finish line at Kona representing a your company logo
- All sponsors will be credited (by choice) in a video documentary that Daniel will commission to shoot on a GoPro for the next 24 months documenting "The Road to Kona..."

★ GLOBAL REACH ★

Having lived in New York City for the past 18 years, Daniel has built a global community through his hospitality and event business. When traveling for work, Daniel has lived in the *South of France* and *Dubai* for months at a time — further extending his audience. The places listed below are where the majority of his **clientele** come from and currently reside. When advertising or marketing your brand or company — there's no short of international visibility here:

VIEW CORPORATE CLIENT LIST 1 ***VIEW CORPORATE CLIENT LIST 2***

NEW YORK
HAMPTONS
MIAMI
LOS ANGELES
SEATTLE
BOSTON
CHICAGO
ASPEN

SCOTTSDALE
LAS VEGAS
DALLAS
TORONTO
HONG KONG
ISREAL
SOUTH OF FRANCE
SOUTH AFRICA

RIO DE JANIERO
LONDON
STOCKHOLM
DUBAI, UAE
FLORIANOPOLIS
MEXICO CITY
MYKONOS
MOSCOW

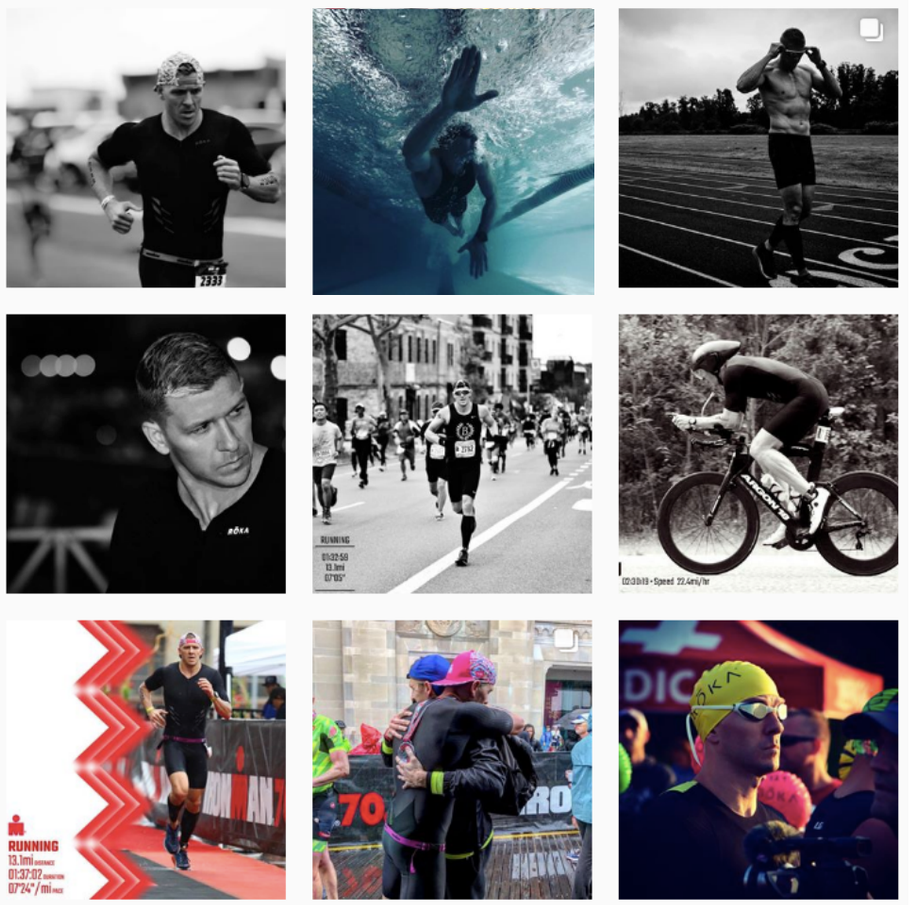
IBIZA
BERLIN
SINGAPORE
NEW DELHI
SYDNEY
ISTANBUL
AMSTERDAM
BUENOS AIRES

★ SOCIAL MEDIA ★

Throughout the years, Daniel has worked alongside dozens of *companies* and *luxury brands* promoting their products or creatively marketing their businesses alike.

Daniel is an active social media influencer as well. Today, he manages multiple Instagram accounts of his own (@koch.brand, @koch.company) for his real estate business and (brand) image. Daniel will commission a professional photographer for each race to secure high resolution photos of any and all branding. Daniel also posts regularly on his personal account (@daniel.m.koch) about his training journey — tagging brands and nutritional products he uses daily. Here you can find his commitment to the sport and witness his road to Kona.

VIEW RED BULL VIDEO BRAND ACTIVATION — THE HAMPTONS SUMMER 2013



★ PRESS WORTHY ★

Daniel has received an enormous amount of media attention over the years in hospitality and real estate. Most notably, a profile piece in *The New York Times* and the *New York Post* as well as starring in his own TV show, *Playing with Fire* on E!

Just recently, Daniel's hometown local newspaper in Ohio reached out to him for a feature story that should be coming out in the weeks leading up to his season opener in Oceanside, California. With that said, the Road to Kona is full of press-worthy material waiting for your company or brand.

Full list of media relationships are listed on page 11

VIEW FULL PRESS BOOK PORTFOLIO ONLINE

E! POP OF CULTURE

The New York Times

THE HUFFINGTON POST

HAMPTONS MAGAZINE

NEW YORK OBSERVER

NEW YORK POST

Page Six

Bloomberg

THE WALL STREET JOURNAL. WSJ

NEW YORK MAGAZINE

THE REAL DEAL NEW YORK REAL ESTATE NEWS

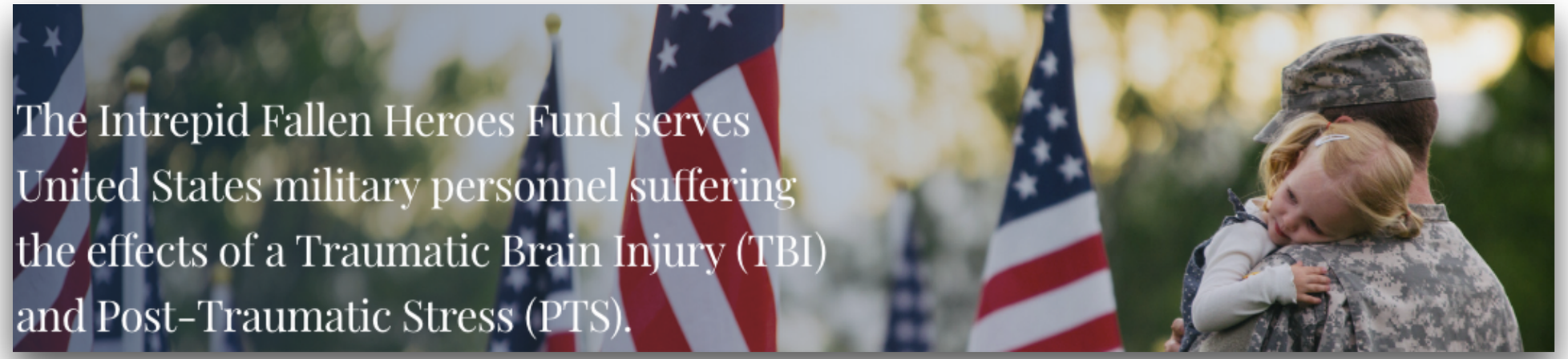
GOTHAM

★ CHARITY PARTNER ★

Last year, Daniel represented *The Intrepid Fallen Heroes Fund* and helped with promoting an annual race, *Relay for Heroes* held in New York at Pier 86 next to the Intrepid. This year, Daniel will run again for The Fallen Heroes Fund and support the event through awareness and racing on a relay team.

On top of his commitment to the event — **All individual sponsorship monies raised through Ironman in 2019, Daniel will give back 10% to The Intrepid Fallen Heroes Fund.**

Daniel's former event charity partners include: *Sunflower Children* and *Hurricane Sandy Benefit*. Daniel has also ran the NYC Marathon in 2016 representing *Team V* and in 2017 representing *Team for Kids*.



To learn more please visit: www.fallenheroesfund.com

RELAY FOR HEROES

INTREPID FALLEN HEROES FUND

RELATIONSHIPS

FINANCE

ABR DYNAMIC FUNDS
ALIX PARTNERS
AURELIUS CAPITAL
AURORA CAPITAL
BANK OF AMERICA
BARCLAY'S CAPITAL
BITOODA
BNY MELLON
BTIG
CCM SECURITIES
CITIGROUP
CREDIT SUISSE
DEERFIELD CAPITAL
DELOITTE
DEUTSCHE BANK
FBR CAPITAL
FORTRESS INVEST GROUP
FOUNDERS FUND
GE CAPITAL
GLENVIEW CAPITAL
GOLDMAN SACHS
GUGGENHEIM
J.P. MORGAN
JEFFERIES
KYNETIC
KYNIKOS ASSOC
MACQUIRE SECURITIES
MAPS FINANCIAL
MARC BELL CAPITAL
MERRILL LYNCH
MGG INVESTMENT GROUP
MICROSTRATEGY
MILLER TABAK & CO
MORGAN STANLEY
O'SHAUGHNESSY ASSET MGMT
OCH-ZIFF CAPITAL
ODEAN CAPITAL
OPTIONS GROUP
OWL CAPITAL
PAPAMARKOU
PERGAMENT ADVISORS
PHOENIX PARTNERS GROUP
PWC
RBC CAPITAL MARKETS
RIPPLEWOOD HOLDINGS
RR DONNELLEY
SAC CAPITAL
SAM GROUP
SOCIETE GENERALE
SOLEIL SECURITIES
STANDARD CHARTERED
STIFEL INVESTMENTS
UOB GLOBAL CAPITAL
UTENDAHL CAPITAL
VANTERRA CAPITAL
VISION CAPITAL
WACHOVIA
WELLS FARGO
WINKLEVOSS CAPITAL

REAL ESTATE

ACKMAN ZIFF
BRICKSTONE
CBRE
COCORAN
COMPASS
CORIGIN
CUSHMAN & WAKEFIELD
DEFT VISION
DOUGLAS ELLIMAN
DA CONSTRUCTION
EASTERN CONSOLIDATED
ELAD PROPERTIES
EXTELL DEVELOPMENT
FISHER BROTHERS
FORTUNA REALTY
GABRIEL'S TECHNOLOGY
HINES
HZF CAPITAL
JDS DEVLOPMENT
MACKLOWE PROPERTIES
MAVERICK
MOINIAN
NEST SEEKERS
PLATNIUM PROPERTIES
PRINCE REALTY ADVISORS
REBNY
REJI-G.
RELATED GROUP
RFR CAPITAL
RIALTO HOLDINGS
RKF
SAVANNA FUND
SEO
SHVO
SILVERSTEIN PROPERTIES
THE CHETRIT GROUP
THOR EQUITIES
VE EQUITIES
WINICK REALTY
WITKOFF

HOSPITALITY

1 HOTELS
1OAK
ABSOLUT
ANDRE BALAZS
ARMAND DE BRIGNAC
AVION
BAGATELLE GROUP
BAOLI
BE MIXED
BOMBAY SAPPHIRE
BUTTER GROUP
CAFÉ OPERA
CATCH RESTAURANTS
CAVALLI CLUB
CHINA GRILL MGMT
CHIVAS REGAL
CIPRIANI
CLASSIC CAR CLUB
CORONA LIGHT
CORZO
DELEON
DICHELLO
DOM PERIGNON
DOUBLE CROSS
DSQUARED2
DUAL GROUPE
DVF
EDITION HOTELS
EMPIRE MERCHANTS
FIJI
G STAR
GANSEVOORT HOTELS
GERBER GROUP
GINZA PROJECT
GREY GOOSE
GURNEY'S
HEINEKEN
HERRADURA
IAN SCHRAGER
IGY MARINAS
INFINITI
INNNER CIRCLE CONNECT
INVICTA
JACOB & CO.
KNR GROUP
LA ZARZA
LAURENT-PERRIER
LDV HOSPITALITY
LE BILBOQUET
LE CHARLOT
LE YACHT CLUB
LEBLON
LOUIS XIII
LUXURY ATTACHE
MASERATI
MIRRORBALL
MOET & HENNESSY
MOET & HENSESSEY
MORIMOTO
PACHA
PATRON
PAX
PERNOD RICARD USA
PERONI
PERRIER
PETER TUNNEY ART
PINK ELEPHANT
PROJECT GROUP
PUBLIC HOTELS
RED BULL
RICHIE NOTAR (NOBU)
RUINART
SLS HOTELS
SOUTHERN WINE
STARR RESTAURANTS
STEFANO FOREVER
STK RESTAURANTS
TALENT RESOURCES
TAO GROUP
TE ENTERPRISES
TEK SUPPORT
THE AINSWORTH
THE BOX
THE PLAZA HOTEL
TOAST SPIRITS
VERTU
VEUVE CLIQUOT
VIE VITE
VOSS
WME
YACHT LIFE

MEDIA

AM NEW YORK
ASKMEN / AVENUE
BBC WORLDWIDE
BILLBOARD
BIZ BASH
BLACKBOOK MEDIA
BLOOMBERG TV
CONDE NAST
DEPARTURES
E!
ESQUIRE
FUSE TV
GOTHAM MAGAZINE
GRUB STREET
GUEST OF A GUEST
HAMPTONS MAGAZINE
HAUTE LIVING
IN TOUCH
MODERN LUXURY
NBC UNIVERSAL
NEW YORK MAGAZINE
NEW YORK OBSERVER
NEW YORK POST
NICHE MEDIA
NY DAILY NEWS
OCEAN DRIVE MAGAZINE
OGILVY
OK!
PAGE SIX
PEOPLE
REFINERY 29
SOCIAL LIFE
THE HUFFINGTON POST
THE NEW YORK POST
THE REAL DEAL
THE TIMES LEADER
THE WALL STREET JOURNAL
THRILLIST
TIME OUT NEW YORK
TODAY SHOW
URBAN DADDY
VANITY FAIR
ZAGAT

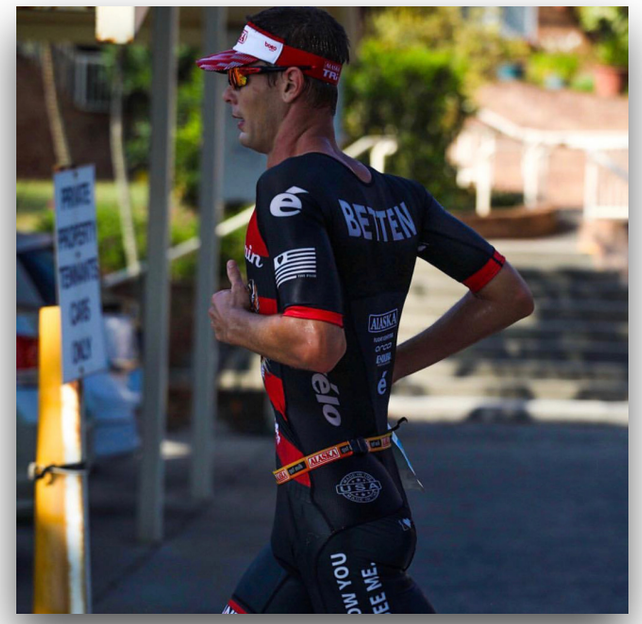
★ PARTNER OPTIONS ★

GOLD: $$$

START DATE: APRIL 1, 2020 — DECEMBER 1, 2021
COMPANY LOGO-BRANDING ON CHEST / STOMACH
20 MONTH OPPORTUNITY (MINIMUM 10 RACES)
12 x INSTAGRAM PHOTOS +(tags / mentions / stories / press)

SILVER: $$

START DATE: APRIL 1, 2020 — AUGUST 1, 2021
COMPANY LOGO-BRANDING ON SHOULDER / BACK
16 MONTH OPPORTUNITY (MINIMUM 7 RACES)
6 x INSTAGRAM PHOTOS +(tags / mentions / stories / press)



BRONZE: $

START DATE: APRIL 1, 2020 — APRIL 1, 2020
COMPANY LOGO-BRANDING ON ARM/LEG
12 MONTH OPPORTUNITY (MINIMUM 5 RACES)
4 x INSTAGRAM PHOTOS +(tags / mentions / stories / press)

*****ALL PRODUCT SPONSORS TBD*****

★ CONTACT ★

DEREK KOCH

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917.886.1000 / DEREKMICHAELKOCH@GMAIL.COM

THANK YOU FOR YOUR CONSIDERATION!

https://www.kochcompany.com/ironman