

THE ROAD TO KONA

**"INSPIRATION IS THE
NEW CURRENCY..."** *- DANIEL KOCH*

2021 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 in 2002 and hasn't stopped chasing his dreams as an entrepreneur ever since.

For the past two decades, Daniel has built his name through relationships with some of the most influential businessmen 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, WSJ etc) and beyond. The buzz and success opened the doors to landing his very own TV show, Playing with Fire on the E! channel in 2013.

In 2016, Daniel made a natural move into the luxury and commercial real estate industry. 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 and life coach for young 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 Ironman debut (Nov 2019), Daniel was just shy of breaking the 10-hour mark for a new PR and finished in the Top 2% of his age group worldwide — once again achieving All World Athlete status in 2017, 2018 and 2019.

In December 2018, Daniel joined JP Elite — a professional Triathlon team based in Massachusetts headed up by Coach James Petersen. As his fourth year of Ironman approaches (April 2021), Daniel is determined to qualify for KONA and compete at the Ironman World Championships in the near future.



★ COACHES / TEAM ★



James Petersen / JP Elite

www.jpelitetri.com

James is the Head Coach and Founder of JP 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 70.3 RANKINGS (PROJECTED 2020 STATUS) MALE AGE GROUP 35 - 39 (19,894 Athletes)

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 as a *Silver All World Athlete* for the 2020 season.

****TRENDING TO THE TOP;** Daniel is currently ranked 48th in the USA and 232nd in the world in his age group, respectively.



2017
BRONZE: TOP 10%



2018
SILVER: TOP 5%



2019
SILVER: TOP 2%



GOBAL: 232
USA: 48

★ 2021 SCHEDULE ★

Daniel will launch his Ironman 2021 season in Des Moines, Iowa on June 20th. This will be Daniel's only opportunity to qualify for the Ironman 70.3 World Championships in St. George, Utah on September 18th, 2021.

On July 25th, Daniel will race in his home state of Ohio for his fourth time with a goal to win his age division.

On September 19th, (if not racing at 70.3 worlds in St. George) Daniel will compete in Washington 70.3 with a chance to qualify for worlds in 2022.

On October 24th, Daniel will compete in his second full Ironman for a chance to qualify to the Ironman World Championships in Kona, Hawaii on October 15th, 2022.



JUNE 20TH
IRONMAN DES MOINES 70.3



SEPTEMBER 19TH
IRONMAN WASHINGTON 70.3



JULY 25TH
IRONMAN OHIO 70.3
HOMETOWN RACE



OCTOBER 24TH
IRONMAN CALIFORNIA
(KONA QUALIFIER)



SEPTEMBER 18TH
IRONMAN 70.3 WORLDS
(QUALIFIER / ST. GEORGE, UTAH)



DECEMBER 6TH
CHALLENGE DAYTONA



★ OPPORTUNITY ★



Brand with Daniel on his Road to Kona:

Daniel's race schedule (5 x Ironman events 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).

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 be available for sampling, placement, activations etc (page 12).

Benefit Highlights:

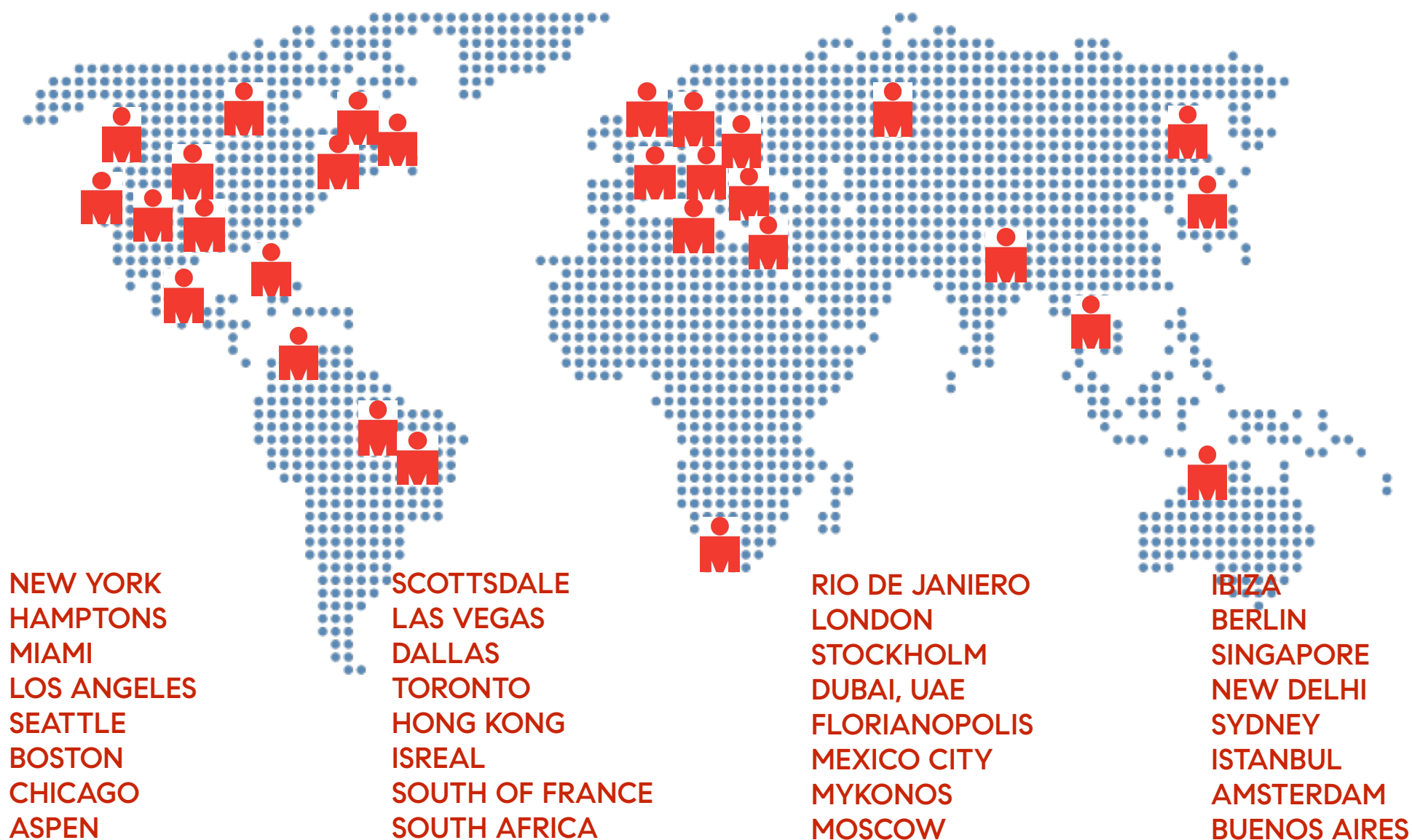
- All sponsors will receive their company logo on Daniel's race kit (logo placement and longevity outlined on page 12)
- All sponsors will receive a minimum of 3 social media (Instagram) posts / mentions, hashtags, tags and personal stories per dedicated post (more on page 12)
- All sponsors will be 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..." (COVID PENDING).

★ GLOBAL REACH ★

Having lived in New York City for the past 19 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 **cliente** 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](#)

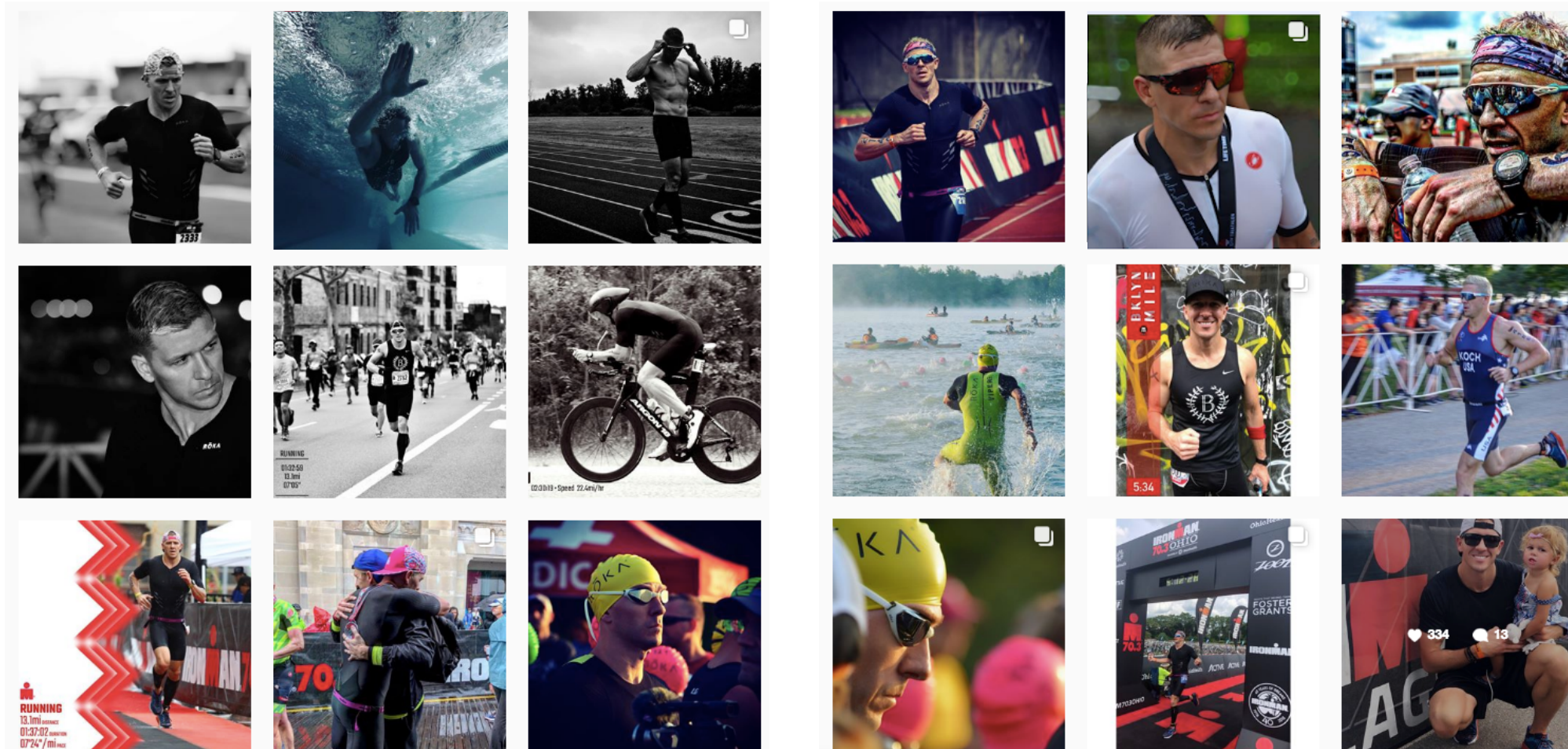


★ SOCIAL MEDIA ★

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.inc](#)) 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!

*****Full list of media relationships are listed on page 11**

[VIEW FULL PRESS BOOK PORTFOLIO ONLINE](#)



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



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
VANERRA 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 DEVELOPMENT
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
INNER 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, 2021 — APRIL 1, 2022

COMPANY LOGO-BRANDING ON CHEST / STOMACH

12 MONTH OPPORTUNITY (MINIMUM 5 RACES)

INSTAGRAM PHOTOS +(tags / mentions / stories / press)

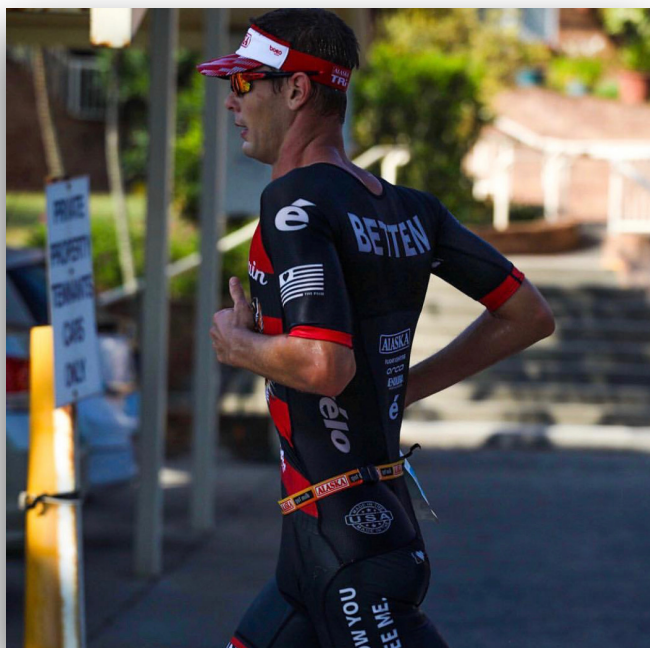
SILVER: \$\$

START DATE: APRIL 1, 2021 — APRIL 1, 2022

COMPANY LOGO-BRANDING ON SHOULDER / BACK

12 MONTH OPPORTUNITY (MINIMUM 5 RACES)

INSTAGRAM PHOTOS +(tags / mentions / stories / press)



BRONZE: \$

START DATE: APRIL 1, 2021 — APRIL 1, 2022

COMPANY LOGO-BRANDING ON ARM/LEG

12 MONTH OPPORTUNITY (MINIMUM 5 RACES)

INSTAGRAM PHOTOS +(tags / mentions / stories / press)

ALL PRODUCT SPONSORS TBD

★ CONTACT ★



DEREK KOCH

PARTNERSHIP MANAGER

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THANK YOU FOR YOUR CONSIDERATION!



Facebook Watch

<https://www.kochcompany.com/ironman>