

Raf Baugh - Ordinary man ... extraordinary dream ...

Become World Champion and World #1 Duathlete



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BACKGROUND

The seed was planted when Raf tragically lost his brother in a car accident in 2005. At the time, he was following the traditional grind of 9-5 work as a Physiotherapist. He was also competing locally as a serious recreational athlete and winning races and titles in Western Australia without a great deal of commitment or discipline in his training. The loss made him re-assess his objectives and decide that he needed to make more of every opportunity, step out of his comfort zone and take the financial risk of pushing his limits to fulfill his absolute physical potential.

Since that time, Raf has advanced his training and racing to become one of the world's premier elite athletes in the gruelling sport of Duathlon. The sport is true test of aerobic strength and endurance, which combines the disciplines of running and cycling in a run-bike-run format. Over the past 4 season's, Raf has progressed his world ranking every year, from 21st (2006) to 9th (2007) to 5th (2008) and 4th (as at 1/10/2009) as well improving his ranking at the ITU World Duathlon Championships from 14th (2007) to 12th (2008) to 6th (2009).

The only athletes remaining in front of him are devoting themselves full time to the sport of Duathlon and to overtake these final competitors he has decided that extra time and recovery must be found to take his performance to another level. While many of the world's top athletes are full time athletes funded by their national governments and associations, Raf has been competing while balancing his family life, work (80%) and training and has been almost exclusively self funded.

To help cover the costs of travel, training, nutrition and recovery so he can achieve his goal of becoming World Duathlon Champion and World #1 he is asking your support.



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TESTIMONIALS

I have sponsored Raf Baugh for 3 years and have always been impressed by the manner in which he conducts himself.

He brings value to the business by referring dozens of clients every year as well as networking his contact base to our Cyclemania profile.

As a business, there are very few athletes who can generate more revenue than the costs associated with sponsorship. Raf is the only one thus far who has repeatedly "earned" his sponsorship and assistance!

He is always mindful of the image he presents to the broader community and is a good sound investment in ones business profile. I would recommend him to any company looking to endorse an honest, ethical and wonderfully gifted athlete who will bring value to the table and their corporate profile.

Wayne Evans, Owner, Cyclemania

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I first met Raf Baugh when he was 16 years of age, when he would attend my triathlon squad training groups. At that time, as a coach, it was hard to identify any physical talent for Raf to progress in the sport apart from his ability to run. What Raf did possess was a talent for listening, persistence and dedication.

With that psychological ability, Raf concentrated on running and cycling and and over the years has developed into one of the World's best duathletes.

I am not one to overly praise athletes who have a wealth of talent but little application no matter how well they compete. Raf is different, he is a hard working, committed athlete who has put representing his country above financial gain."

Robert Pickard (Former TA High Performance Director, TWA President and Multiple National and World Age Group Champion)

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I have raced against and trained with Raf since we both started running in our teens. Over the years, we have both had many great times off the track and a range of successes and failures on it. What has defined us both as athletes is perseverance, consistent training and hard work to try and be the best athletes we can be. Over the past 4 years, I have noticed that Raf has began to understand what is required to be a world class athlete and has increased motivation and focus to achieve his goals. I thoroughly endorse you joining the Patron's Club and supporting Raf as he attempts to become World Duathlon Champion in 2010.

I look forward to seeing you at the Patron's BBQ!

Paul Mackay (Multiple State Champion (WA and QLD), Australian Rep and Former Professional Triathlete)

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Broad Construction Services is proud to sponsor Raf Baugh in his efforts to reach the very top of the world rankings in his chosen sport of Duathlon.

Raf's outstanding efforts will continue to be supported by Broad through every stride and turn of the wheel he makes as he chases his goal.

In striving to be at the top of our industry, Broad knows that if you "Push the boundaries ... anything is possible", a vision that Raf is proving to be true on the World Duathlon stage.

I wish Raf every continued success.

*Kari Rummukainen
Founder and Managing Director, Broad*



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BECOME A PATRON

We welcome you to join the "Patrons Club" - either as an individual, family or business.

For a fee of \$150 AUD per annum, you will be supporting the dream and will receive a number of benefits each financial year:

- Name recognition on Raf's personal website www.rafaelbaugh.com under "Patron's Club"
- A monthly email - "Radar's Review" - keeping you abreast of Raf's training, racing and travel
- A unique loyalty card which entitles you to discounts year round at some of Raf's sponsors in Perth, Western Australia
- Annual Patrons BBQ in November each year

We thank you for your interest and welcome you to become a "Patrons Club" member and be part of the team as Raf chases his dream of becoming World Champion

To become a patron please visit:
<http://www.rafaelbaugh.com/patron.htm>

