

# NEWS RELEASE



## **Financial Services Firm Lincoln Investment Named Official Partner for 2026 DelMo Triathlon Series**

Partnership connects financial professionals, employees, and local communities across New Jersey and Philadelphia through a shared commitment to discipline, performance, and long-term support.

**Fort Washington, PA – May 28, 2026** – Lincoln Investment Planning, LLC (Lincoln Investment), a leading full-service broker-dealer and Registered Investment Adviser (RIA), is the **Official Financial Services Partner of the 2026 DelMo Triathlon Series**, a multi-event endurance series spanning **New Jersey and Philadelphia**.

The 2026 series includes:

- **Escape the Cape Triathlon** — Lower Township, NJ
- **Women’s Philadelphia Triathlon (PHLtri)** — Philadelphia, PA
- **Atlantic City Triathlon (TRI AC)** — Atlantic City, NJ

Through this partnership, Lincoln Investment will have a visible presence across all events, including on-course branding, athlete engagement, and community participation.

### **Strategic Impact of the DelMo-Lincoln Partnership**

For athletes, families, and local communities across **New Jersey and Philadelphia**, this partnership reinforces Lincoln Investment’s commitment to showing up where discipline, preparation, and support matter most.

The DelMo Triathlon Series brings together thousands of participants each season, creating an environment centered on personal performance, teamwork, and long-term goals—values that align closely with how Lincoln Investment supports its network of ~400 employees and ~1,000 financial professionals and their clients.

## **Shared mindset: preparation, performance and support**

The partnership reflects a natural alignment between endurance sports and the work financial professionals do every day—preparing, staying disciplined, and supporting others through important milestones.

Both **Executive Chairman of the Board Ed Forst** and **CEO Kathy Leckey** are active triathletes, reinforcing the firm’s connection to the endurance community and its firsthand understanding of the discipline behind each race.

## **How the 2026 Partnership Works**

As part of the agreement, Lincoln Investment will:

- Serve as the **exclusive financial services partner** across all DelMo events
- Maintain **on-site presence and branding** at key locations including finish lines and transition areas
- Support athlete engagement through:
  - Team participation
  - Volunteer involvement
  - Community activation
- Sponsor the **Lincoln Investment Team Cup**, recognizing performance and participation across the series

The partnership also includes integrated digital and on-site storytelling, highlighting the role of preparation and community support in both racing and long-term financial success.

## **Authority and Validation**

Lincoln Investment remains a prominent figure in the independent broker-dealer space, backed by:

- **57+ Years of Industry Leadership:** Continuous operation as a family-owned and professionally-managed firm since 1968.
- **Scale of Impact:** Managing over \$60 billion in client assets nationwide.

- **#3 – Women as a Percentage of Producing Representatives:** Recognized among leading independent broker-dealers for female representation within producing advisor base (ranking conducted by Financial Planning/IBD Elite 2025).
- **2025 IBD Elite:** Top 25 Independent Broker-Dealer Elite 2025 (ranking conducted by Financial Planning).

Issued August 13, 2025, the annual IBD Elite ranking conducted by Financial Planning contains data on 38 firms and their 2024 revenue, as reported by the firms themselves. Working with an award winner is no guarantee of future financial success. Individuals should conduct their own evaluation. Firms do not pay a fee to *Financial Planning* in exchange for inclusion in the Financial Planning IBD Elite ranking list but may pay for advertising rights. Source: [www.financial-planning.com](http://www.financial-planning.com).

## Frequently Asked Questions

### What are the 2026 DelMo Triathlon event locations for Lincoln Investment?

Lincoln Investment will be the Official Financial Services Partner at events in Lower Township, NJ (Escape the Cape), Atlantic City, NJ (TRI AC), and Philadelphia, PA (Women's Philadelphia Triathlon).

### What is the Lincoln Investment Team Cup?

The Team Cup is a sponsored competition within the DelMo Triathlon Series designed by Lincoln Investment to recognize collective performance, teamwork, and community participation across the entire racing season.

### How does Lincoln Investment support financial professionals?

Lincoln Investment provides a comprehensive suite of investment strategies, technology platforms and operational support to ~1,000 financial professionals. The firm focuses on helping financial professionals scale their practices through enhanced service models and diverse product offerings.

## Executive Perspectives

“Success in both endurance sports and financial planning is built over time through disciplined execution,” says **Kathy Leckey, CEO**. “This partnership allows us to be present in the moments that matter, reflecting the same level of preparation our advisors bring to our clients' \$60 billion in assets.”

**Ed Forst, Executive Chairman of the Board**, adds: "Supporting these events allows us to connect with a community that values resilience and focus. We are not just sponsors; as triathletes ourselves, we understand the discipline required to reach the finish line, whether that is a race or a retirement goal."

### **Learn More**

- [Executive Profiles](#)
- [Lincoln Investment Official Website](#)

### **About Lincoln Investment**

With over 57 years of proven industry leadership and experience in delivering investment strategies, Lincoln Investment is a leading broker-dealer and registered investment adviser. Its network includes ~1,000 financial professionals nationwide representing over \$60 billion in client assets. For more information, visit [www.lincolninvestment.com](http://www.lincolninvestment.com) or follow on [LinkedIn](#), [X](#) or [Facebook](#).

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