

Tour de Goodwill Sponsorships

Level Sponsors:

Platinum Jersey Host: \$5,000

- Includes name tagged as sponsor of event on all advertising and promotion.
 - Example: “A Wonderful Business Presents Tour de Goodwill 2010”
- Name in all print and broadcast media advertising and media releases
- 2 Complimentary team (4-member) registrations
- Name and logo to be printed on all promo items (Ex. swag bag, t-shirts, banners, posters, etc.)
- 8 tickets to Pre-event reception
- Special recognition at Pre-event reception
- Special recognition at start line day of event
- Name and logo to be placed prominently in post-event thank you advertisement
- 1 early route rest stop sponsorship
- Company name to be included in all automated voice messages sent to registered riders, volunteers, and other participants
- Framed commemorative Tour Jersey

Gold Jersey: \$1,500

- Name in all print and broadcast media advertising and media releases
- 1 Complimentary team (4-member) registration
- Logo to be printed on all collateral (t-shirts, banners, posters, etc.)
- 4 tickets to Pre-event reception
- Special recognition at start line
- Logo to be featured in post-event thank you advertisement
- 1 complimentary rest stop sponsorship
- Framed commemorative Tour Jersey

Silver Jersey: \$750

- Name in all print and broadcast media advertising and media releases
- 2 Complimentary individual rider registrations
- Name to be printed on t-shirts
- 2 additional tickets to Pre-event reception
- Name to be printed in post-event thank you advertisement
- 2 Tour de Goodwill T-shirts

Blue Jersey: \$500

- Name in all print advertising and media releases
- 1 Complimentary individual rider registration
- 2 additional tickets to Pre-event reception
- Name to be printed in post-event thank you advertisement
- 2 Tour de Goodwill T-shirts

Friends of the Tour: \$150

- 2 tickets to Pre-event celebration reception
- Name to be printed in post-event thank you advertisement
- 2 Tour de Goodwill T-shirts

Other Sponsorship Opportunities

Hospitality: \$2,500 or in-kind donations

- Name in all print and broadcast media advertising and media releases
- 1 Complimentary team (4-member) sponsorship
- 4 additional tickets to Pre-event celebration reception
- Special recognition at start line
- Logo to be featured in post-event thank you advertisement
- 1 race rest stop sponsorship
- Company display at pre-event celebration reception

Media (3 available): \$1,000 or in-kind donations

- Name in all print and broadcast media advertising and media releases
- Name and logo to be printed on t-shirts, banners, posters, or other collateral pieces excluding swag bag
- 4 tickets to Pre-event celebration reception
- Name to be printed in post-event thank you advertisement

Communications: \$1,000

- Company name to be included in all automated voice messages sent to registered riders, volunteers, and other participants
- Name in all print and broadcast media advertising and media releases
- Name printed on t-shirts
- 4 tickets to Pre-event celebration reception
- Name to be printed in post-event thank you advertisement

Swag Bag: \$1500 or in-kind donations

- Name in all print and broadcast media advertising and media releases
- 1 Complimentary team (4 member) registration
- Name and logo to be printed prominently on swag bag
- Name and logo to be printed on t-shirt
- Name and logo to be printed on welcome note provided in each swag bag
- 4 tickets to Pre-event celebration reception
- 1 complimentary rest stop sponsorship

Rest Stop (multiple): \$125 plus refreshments for rest stop (Approximately \$75)

- Name imprinted on back of t-shirt
- 4 tickets to Pre-event reception
- Name to be printed in post-event thank you advertisement