

## Wristband Sponsor

Sponsorship Investment of \$750

Benefits: Exclusive to only one sponsor

### Sponsorship to include:

- Logo on wristband being provided to all riders
- Name on website
- Name on inside of the Cyclist Tour Map being provided to all riders and visitors
- One (1) registration to the event, including long-sleeve t-shirt for participant
- 10 x 10 exhibit space at the "Bike & Fitness Expo"
- First right of refusal applies to all signed contracts for the following years Tour

## Spoke Sponsor

Sponsorship Investment of \$500

Benefits: Exclusive to only fifteen sponsor

### Sponsorship to include:

- Name on website
- Name on inside of the Cyclist Tour Map being provided to all riders and visitors
- One (1) registration to the event, including long-sleeve t-shirt for participant
- 10 x 10 exhibit space at the "Bike & Fitness Expo"
- First right of refusal applies to all signed contracts for the following years Tour

## Breakfast Sponsor

Sponsorship Investment of an in-kind total donation

Benefits: Exclusive to only one sponsor

### Sponsorship to include:

- Name on website
- Name on inside of the Cyclist Tour Map being provided to all riders and visitors
- Two (2) registrations to the event, including long-sleeve t-shirts for participants
- 10 x 10 exhibit space at the "Bike & Fitness Expo"
- First right of refusal applies to all signed contracts for the following year Tour

*Proceeds benefit the critical health and human service needs of our community through the Livingston County United Way.*

For more information visit  
[www.tourdelivingston.org](http://www.tourdelivingston.org)  
call 810-494-3000.



Howell Rotary Club  
P.O. Box 2456  
Howell, Michigan 48844

HOWELL  
**ROTARY**



**SPONSORSHIP  
OPPORTUNITIES**

*for the 1st annual*  
**HOWELL ROTARY  
TOUR de LIVINGSTON**  
Saturday, October 11th  
at Mt. Brighton

Choose a 25, 50, 75 or 100 mile fall color ride through beautiful Livingston County, ride the Mountain Loop, or bring the family for the Family Fun Loop!

For more information  
visit [www.tourdelivingston.org](http://www.tourdelivingston.org)  
call 810-494-3000.

## Major Sponsor

Sponsorship Investment of \$6,000

Benefits: Exclusive to only one major sponsor

- Sponsorship to include:
- Naming right for each of the four (4) loops
- Logo on event website, long-sleeve t-shirts, registration form, all promotional materials
- Branding on the route, including pavement, course and directional signage
- Logo on front of the Cyclist Tour Map being provided to all riders and visitors
- Extensive media campaign including radio, print and news releases
- Sponsorship product exclusivity
- Highly-visible product display area at the "Bike & Fitness Expo"
- Table tents with major sponsor logo at the after-ride luncheon
- Database of all registrants
- Allow for six (6) banners to be displayed in highly visible locations at the event (sponsor provides and hangs banners)
- Sixteen (16) registrations to the event, including long-sleeve t-shirts for participants
- First right of refusal applies to all signed contracts for the following years' Tour
- Other opportunities to be discussed

## Loop Sponsor

Sponsorship Investment of \$1,500

Benefits: Exclusive to four (4) Loop Sponsors

- Sponsorship to include:
- Naming right for one (1) of the four loops
- Logo on event website, long-sleeve t-shirts, registration form, all promotional materials
- Branding on the route, including pavement, course and directional signage for loop
- Logo on front of the Cyclist Tour Map being provided to all riders and visitors
- Extensive media campaign including radio, print and news releases
- Highly-visible product display area at the "Bike & Fitness Expo"
- Database of all registrants
- Allow for two (2) banners to be displayed in highly visible locations at the event (sponsor provides and hangs banners)
- Four (4) registrations to the event, including long-sleeve t-shirts for participants
- First right of refusal applies to all signed contracts for the following years Tour.
- Other opportunities to be discussed

## Supporting Sponsor

Sponsorship Investment of \$1,000

Benefits: Exclusive to 8 sponsors

### Sponsorship to include:

- Logo on event website, long-sleeve t-shirts, registration form, all promotional materials
- Logo on inside of the Cyclist Tour Map being provided to all riders and visitors
- Extensive media campaign including radio, print and news releases
- Product display area at the "Bike & Fitness Expo"
- Two (2) registrations to the event, including long-sleeve t-shirts for participants
- First right of refusal applies to all signed contracts for the following years Tour
- Other opportunities to be discussed

## Family Fun Ride Sponsor

Sponsorship Investment of \$1,200

Benefits: Exclusive to only one sponsor

### Sponsorship to include:

- Logo on event website, long-sleeve t-shirts, registration form, all promotional materials
- Logo on inside of the Cyclist Tour Map being provided to all riders and visitors
- Branding on the route, including pavement, course and directional signage for loop
- Extensive media campaign including radio, print and news releases
- Product display area at the "Bike & Fitness Expo"
- Two (2) registrations to the event, including long-sleeve t-shirts for participants
- First right of refusal applies to all signed contracts for the following years Tour
- Other opportunities to be discussed