

Health & Wellness Sponsor



Sponsorship Investment of \$1,000
Exclusive to three Health & Wellness Sponsors

Sponsorship to include:

- Logo on event website, long-sleeve t-shirts, registration form, all promotional materials
- Branded signage on the Family Fun Ride route
- Extensive media campaign including radio, print and news releases
- Product display area at the "Bike-Tober Fest"
- Corporate logo in "Thank You" display ad
- Two (2) registrations to the event, including long-sleeve t-shirts for participants
- Other opportunities to be discussed

Rider Bib Sponsor

Sponsorship Investment of \$1,000
Exclusive to one Rider Bib Sponsor

Sponsorship to include:

- Logo on rider bib being provided to all riders
- Logo on website and commemorative long-sleeve t-shirts
- Two (2) registrations to the event, including long-sleeve t-shirt for participant
- 10 x 10 exhibit space at the "Bike-Tober Fest"
- Corporate logo in "Thank You" display ad

Spoke Sponsor

Sponsorship Investment of \$500
Exclusive to fifteen sponsors

Sponsorship to include:

- Logo on website
- Name on commemorative event shirt
- One (1) registration to the event, including long-sleeve t-shirt for participant
- 10 x 10 exhibit space at the "Bike-Tober Fest"
- Listing in "Thank You" display ad

Breakfast Sponsor

Sponsorship Investment of an in-kind total donation

Exclusive to only one Breakfast Sponsor

Sponsorship to include:

- Logo on website
- Name on commemorative event shirt
- Two (2) registrations to the event, including long-sleeve t-shirts for participants
- 10 x 10 exhibit space at the "Bike-Tober Fest"
- Corporate logo in "Thank You" display ad



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
or call 810-494-3000.

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



2011 SPONSORSHIP OPPORTUNITIES

4th annual
**HOWELL ROTARY
TOUR de LIVINGSTON**
Sunday, October 9, 2011
at Mt. Brighton



Choose various routes for a fall color ride through beautiful Livingston County or bring the family for the Family Fun Loop!

*Cycle for Fun, Pedal for a Purpose,
Ride On!*

Major Sponsor

Sponsorship Investment of \$5,000

Exclusive to only one Major Sponsor

Sponsorship to include:

- Logo on event website, long-sleeve t-shirts, registration form, all promotional materials
- Branding on the route, including pavement, course and directional signage
- Extensive media campaign including radio, print and news releases
- Corporate logo in "Thank You" display ad
- Sponsorship product exclusivity
- Highly-visible product display area at the "Bike-Tober Fest"
- 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
- Other opportunities to be discussed

SOLD

Titanium Sponsor

Sponsorship Investment of \$2,500

Exclusive to four Titanium Sponsors

Sponsorship to include:

- Logo on event website, long-sleeve t-shirts, registration form, all promotional materials
- Extensive media campaign including radio, print and news releases
- Highly-visible product display area at the "Bike-Tober Fest"
- Corporate logo in "Thank You" display ad
- 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



Supporting Sponsor

Sponsorship Investment of \$1,000

Exclusive to eight Supporting Sponsors

Sponsorship to include:

- Logo on event website, long-sleeve t-shirts, registration form, all promotional materials
- Extensive media campaign including radio, print and news releases
- Product display area at the "Bike & Fitness Expo"
- Corporate logo in "Thank You" display ad
- Two (2) registrations to the event, including long-sleeve t-shirts for participants
- Other opportunities to be discussed

Family Fun Ride Sponsor

Sponsorship Investment of \$1,000

Exclusive to only one Family Fun Ride Sponsor

Sponsorship to include:

- Logo on event website, long-sleeve t-shirts, registration form, all promotional materials
- Branded signage on the Family Fun Ride route
- Extensive media campaign including radio, print and news releases
- Product display area at the "Bike-Tober Fest"
- Corporate logo in "Thank You" display ad
- Two (2) registrations to the event, including long-sleeve t-shirts for participants
- Other opportunities to be discussed

First right of refusal applies to all prior year Tour de Livingston sponsorships.

