

## SPONSORSHIP OPPORTUNITIES

The Food Bank of the Southern Tier is once again hosting the annual Tour de Keuka charity bike ride that draws more than 250 cyclists from across the region, state and around the country. Participants are serious cyclists or cycling enthusiasts who ride with their family, corporate team, or club. The Tour de Keuka event provides more meals to those in need across the Southern Tier as we work together to end hunger for all.



### SPONSORSHIP LEVELS

#### **Start/Finish Line Sponsor • \$1,500 donation**

*(provides 4,500 meals)*

Company logo will be prominently displayed where each cyclist will begin and end their ride. Company logo will be included on the back of the jersey in the center, signage at the start finish line, website, all promotional materials, and in the WETM TV commercial.

#### **Rider Bib Sponsor • \$1,000 donation**

*(provides 330 packs of food for kids over the weekend)*

Company logo listed on the front of rider bib and company description or advertisement on the back of the bib that each rider will wear and take home as an event memento, website, all promotional materials, and in the WETM TV commercial.

#### **Jersey Sponsor • \$1,000 donation**

*(provides 330 packs of food for kids over the weekend)*

Company logo on the yoke and sides of jerseys that riders wear at the event and take home as an event memento, website, all promotional materials, and in the WETM TV commercial.

#### **Route Sponsor • \$750 donation**

*(provides 3,600 pounds of fresh produce)*

Name one of the four routes! Company name will be listed with the route on event registration website and route posters at the event. Company logo will be included on the website, front of jersey, all promotional materials and in the WETM TV commercial.

#### **Jersey Sleeve Sponsor • \$750 donation**

*(provides 3,600 pounds of fresh produce)*

Company logo on the front of sleeve of jersey that riders wear at the event and take home as an event memento, website, all promotional materials, and in the WETM TV commercial.

#### **Rider Gift Sponsor • \$500 donation**

*(provides 3,000 meals)*

Company logo will be printed on the giveaway item that all participants receive. Company logo will also be listed on the website.

#### **Selfie Wall Sponsor • \$500 donation**

*(provides 167 packs of food for kids over the weekend)*

Company logo will be displayed on custom photo backdrop that riders will take celebratory photos in front of with their bikes, team, and route. Company logo will also be included on the website and promotional materials.

#### **Beer & Wine Tasting Sponsor • \$500 donation**

*(provides 1,500 meals)*

Be the exclusive sponsor at the post-ride celebration beer and wine tasting. Logo listed on all promotional material, website, and event signage. Sponsor provided informational material will be included in rider gift bags.

#### **Rest Stop Sponsor • \$250 donation**

*(provides 750 meals)*

Company logo will be featured on rest stop signage as well as on the Tour de Keuka website. Option to greet riders at the rest stop of your choice along the routes.

#### **Mile Marker Sponsor • \$100 donation**

*(provides 33 kids food over the weekend)*

Company logo featured on mile marker sign(s) along the course. Company name will be listed on the website. Sponsor provided informational material will be included in rider gift bags.

**For more information on sponsorships, please contact Food Bank of the Southern Tier**

388 Upper Oakwood Avenue, Elmira, New York 14903 • Tel: (607) 796-6106

Katherine Strawser, Community Event Planner • Kstrawser@feedingamerica.org • www.tourdekeuka.com