

Sponsorship Opportunities

The Food Bank of the Southern Tier is gearing up to host the annual Tour de Keuka charity bike ride that takes place in Hammondsport, NY. More than 200 cyclists from across the region, state and country travel around stunning Keuka Lake. Cyclists will raise money to feed children, families, and seniors struggling with hunger. Participants are cycling enthusiasts who ride with their family, corporate team, or club.



Start/Finish Line Sponsor • \$2,500 donation *(provides 7,500 meals)*

Logo prominently displayed at the Start/Finish Line, centered on the back of the coveted TDK jersey, on the event page (4,500+ page views), in each email blast (6 total), on all promotional materials, in event commercial, and press release mention. Two social media shout-outs.

Jersey Sponsor • \$1,500 donation *(provides 4,500)*

Logo on yoke and sides of the coveted TDK Jersey. Logo listed on the event page (4,500+ page views), in each email blast (6 total), on all promotional materials and in the event commercial. Sponsor provided informational material will be included in each rider gift bag. Two social media shout-outs (Twitter, Facebook, LinkedIn, and Instagram).

Rider Bike Tag Sponsor • \$1,000 donation *(provides 330 packs of food for kids over the weekend)*

Logo and advertisement are printed on all 250 bike tags. Logo listed on the event page (4,500+ page views), in each email blast (6 total), on all promotional materials and in the event commercial. Sponsor provided informational material will be included in each rider gift bag. Two social media shout-outs.

Route Sponsor • \$750 donation **Only 3 left!** *(provides 3,600 pounds of fresh produce)*

Name one of the four routes! Logo on back of the coveted TDK Jersey, route posters at the event, on the event page (4,500+ page views), in each email blast (6 total), on all promotional materials and in the event commercial. Sponsor provided informational material will be included in each rider gift bag. Two social media shout-outs.

Jersey Sleeve Sponsor • \$650 donation *(provides 1,950 meals)*

Logo on the sleeve of the coveted TDK Jersey sleeve. Logo listed on the event page (4,500+ page views), and in each email blast (6 total). Sponsor provided informational material will be included in each rider gift bag.

Rider Gift Sponsor • \$600 donation *(provides 1,800 meals)*

Logo featured on the highly coveted giveaway item that each rider receives - 250 in all. Logo listed on the event page (4,500+ page views), and in each email blast (6 total). Sponsor provided informational material will be included in each rider gift bag.

Selfie Wall Sponsor • \$500 donation *(provides 2,400 pounds of fresh produce)*

Logo featured on selfie backdrop that riders take celebratory photos in front of with their bikes and team. Logo listed on the event page (4,500+ page views), and in each email blast (6 total). Sponsor provided informational material will be included in each rider gift bag.

Award Sponsor • \$500 donation **Sold Out!** *(provides 1,500 meals)*

Logo on each award is given to participating cyclist - 250 in all. Logo listed on the event page (4,500+ page views), and in each email blast (6 total). Sponsor provided informational material will be included in each rider gift bag.

Breakfast Sponsor • \$400 donation *(provides 1,200 meals)*

Logo featured at breakfast station. Sponsor mentioned at the event during morning announcements. Name listed on the event page (4,500+ page views), and in each email blast (6 total). Sponsor provided informational material will be included in each rider gift bag.

Rest Stop Sponsor • \$250 donation *(provides 750 meals)*

Logo featured on rest stop signage. Name listed on the event page (4,500+ page views), and in each email blast (6 total). Be part of the event and greet riders at the rest stop of your choice along the routes. Sponsor provided informational material will be included in each rider gift bag.

Mile Marker Sponsor • \$100 donation *(provides 33 kids food over the weekend and school breaks)*

Logo featured on a mile marker sign along the course. Name listed on the event page (4,500+ page views), and in each email blast (6 total). Sponsor provided informational material will be included in each rider gift bag.

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

Katherine Strawser, Community Event Planner • kstrawser@feedingamerica.org • www.tourdekeuka.com • (607) 796-6106