



Sponsorship Opportunities

We invite your organization to get involved!

Tour de Guelph is a community fundraising cycling event. In its first six years, Tour de Guelph has raised over \$450,000 for Guelph General Hospital and many local organizations and programs through the Rotary Clubs of Guelph South and Guelph Trillium.

Your sponsorship contributes to the fundraising revenue and overall impact on our community while offering your organization opportunities to meet your specific marketing objectives, employee engagement goals, and/or community philanthropy goals.

About Tour de Guelph

- Now one of the largest community sporting events in Guelph
- Entering into its seventh year with continued year-over-year growth
- Takes place on the fourth Sunday every June – this year, June 28, 2020
- Multiple ride distances from 5k to 160k century ride, and two multi-surface routes
- Based on growth trends, we're anticipating 800 to 850 riders in 2020

Tour de Guelph Media Partnerships and Marketing Assets

- GuelphToday.com
- Guelph Mercury-Tribune
- Magic 106.1/ CJOY
- Intrigue Media
- 2000+ email contacts of Tour de Guelph participants, plus 3300+ email contacts of The Foundation of Guelph General Hospital
- 3000+ Followers across all owned social media platforms across Tour de Guelph, The Foundation of Guelph General Hospital and the Rotary Clubs of Guelph South and Guelph Trillium
- TourdeGuelph.ca currently receives about 30,000 page views annually

Who is the Tour de Guelph Rider?

- Due to the wide range of distances, Tour de Guelph attracts a diverse cycling demographic from recreational cyclists to experienced and high-performing cyclists.
- It's an event for all ages and attracts young families with young children all the way up to those in their 70s and even 80s, the age breakdown is as follows:
 - 19 and under: 11.8%
 - 20-29: 10.1%
 - 30-39: 10.7%
 - 40-49: 21.5%
 - 50-59: 29.5%
 - 60-69: 13.1%
 - 70+: 3.3%
- Over two-thirds of the riders live in Guelph, ON and the majority of the other one-third live in south-central and south-western Ontario

In a recent constituent survey*, 39% reported a household income of more than \$150,000/year and 77% said that they would consider changing a purchase decision based on corporate support of Tour de Guelph.

*July, 2018; 95% confidence +/- 6%

Visit www.tourdeguelph.ca for more information.

Create Your Custom Sponsorship Opportunity

We want to work with you to create a custom proposal. Our goal is to co-create an opportunity for your organization that meets your specific business objectives through our event, whether it be philanthropy, marketing, or employee engagement.

The steps presented below are to help stimulate discussion, help define your business objectives and help us gain a better understanding of your specific interests so that we can deliver an opportunity that is of value to you.

<p>Step 1</p>	<p><i>Define your primary business objective</i></p> <ul style="list-style-type: none"> • Philanthropy • Marketing benefits • Employee engagement • Other
<p>Step 2</p>	<p><i>Confirm your level of cash investment</i></p> <p>We will recognize all sponsors according to their level of investment as follows:</p> <ul style="list-style-type: none"> • Gran Fondo – Presenting Sponsor – Reserved for Scotiabank • Yellow Jersey - \$5,000+ • Titanium - \$1,500 - \$4,999 • Cadence \$500 to 1,499 • Peloton – Up to \$499 <p>In-kind donations towards the event will qualify for recognition within the category that corresponds to the value of the in-kind gift.</p> <p>Standard recognition benefits for each of these levels are summarized in Appendix I</p>
<p>Step 3</p>	<p><i>Is there a specific opportunity that is of interest to you?</i> Specific opportunities are available to sponsors who include a minimum \$1,500 cash component as part of their sponsorship or as their whole sponsorship. We have identified some specific opportunities, but we would also love to hear any ideas you may have:</p> <ul style="list-style-type: none"> • Presenting Sponsor • Presenting Sponsor of the Finishers’ Podium – Confirmed • Tech Support Sponsor – Reserved • Rider Rescue Fleet Sponsor – Reserved • Rest-stop Sponsor • Route Sponsor (5/10k, 50k, 75k and 100k left) – 25k Confirmed • Safety Sponsor • (Fundraising) Momentum Sponsor – Reserved

	<ul style="list-style-type: none"> • Weather Response Sponsor • Gear-Up (Jersey) Sponsor – Two remaining • Presenting sponsor of the Family-Zone – Reserved • Lunch Sponsor • Community Team Challenge Sponsor – Confirmed • Your ideas...
<p>Step 4</p>	<p><i>Tell us what will deliver the greatest value in meeting your business objectives:</i> We have a multitude of ways to get your brand in front of and in the hands of our guests, below is only a sampling. Tell us what is most important to you and we'll build it into your sponsorship package.</p> <ul style="list-style-type: none"> • Speaking opportunities • Social media • Email/ database marketing • Ad placements • Logo or name impressions • Sampling, couponing or information distribution • Exclusivity rights* <p>We will deliver a total market value that matches the level of the cash component of your sponsorship. *A premium will be applied for exclusivity rights.</p>

Next Steps

We welcome an opportunity to talk through these sponsorship options with you. Following our discussion, we'll develop a customized sponsorship and/or gift agreement for your consideration. If we don't get it 100% on the first go, tell us and we'll work with you to revise it until we reach a mutual agreement.

Contact:
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Appendix I – Standard Sponsorship Benefits by Level

Level	Standard Benefits
Yellow Jersey (\$5,000+)	<ul style="list-style-type: none"> • Logo on sponsor banner at event, back of rider t-shirt, printed materials* and TDG website • Min 3 mentions in social media. • Opportunity to have a vendor booth on-site
Titanium (\$1,500 - \$4,999)	<ul style="list-style-type: none"> • Logo on sponsor banner at event, back of rider t-shirt, printed materials* and TDG website • Min 2 mentions in social media • Opportunity to have vendor booth on-site
Cadence (\$500 - \$1499)	<ul style="list-style-type: none"> • Logo on back of rider t-shirt, sponsor banner at event, printed materials* and TDG website. • Min 1 mention in social media
Peloton (Up to \$500)	<ul style="list-style-type: none"> • Name on back of rider t-shirt, on sponsor banner at event and on TDG website.