



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.

In response to the COVID-19 crisis and in adherence with current physical distancing recommendations, Tour de Guelph 2020 will not be held in its usual single-day event format.

Instead, we welcome all new and past riders to register, fundraise, and complete one of our Tour de Guelph routes on their own, making sure they are physically distanced from other riders, any time on or between the fourth Sunday of June, 2020 and the fourth Sunday of July, 2020, (Sunday June 28th, 2020 to Sunday July 26th, 2020). We are encouraging riders to take a photo while on their ride and email it to us, we'll post it in a special online photo album.

We are also welcoming those who prefer to ride at home on their bike trainer or stationary bike. We are also welcoming walkers this year!

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 to July 26, 2020
- Multiple ride distances from 5k to 160k century ride, and two multi-surface routes
- Based on growth trends, we were anticipating 800 to 850 riders in 2020, and we are still striving for that many to participate in the alternative format that we are offering this year.

2020 Tour de Guelph Media Partnerships and Marketing Assets

- GuelphToday.com
- Magic 106.1/ CJOY
- 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 – OPEN • 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 \$1,000 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 Online Photo Album – Confirmed • Route Sponsor (5k Old University Loop, 50k, 75k, 100k and 160k remain) – 25k Confirmed • Safety Sponsor • (Fundraising) Momentum Sponsor • Gear-Up (Jersey) Sponsor – Two remaining • 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 – via video recordings shared via digital channels • Social media • Email/ database marketing • Logo or name impressions • 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>
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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:

Elizabeth Stewart
 Annual Giving, Marketing & Communications Manager
 The Foundation of Guelph General Hospital
 Estewart2@gghorg.ca
 519-837-6440 x2296

Appendix I – Standard Sponsorship Benefits by Level

Level	Standard Benefits
Yellow Jersey (\$5,000+)	<ul style="list-style-type: none"> • Logo on TdG website • Min 3 mentions in social media • Video interview/ blog • Name mention in all communications relating to your sponsorship, including min. two inclusions in email to all past and current riders (2000+ email contacts)
Titanium (\$1,500 - \$4,999)	<ul style="list-style-type: none"> • Logo on TdG website • Min 2 mentions in social media • Name mention in all communications relating to your sponsorship, including min. one inclusion in email to all past and current riders (2000+ email contacts)
Cadence (\$500 - \$1499)	<ul style="list-style-type: none"> • Logo on TdG website • Min 1 mention in social media • Name mention in all communications relating to your sponsorship, including min. one inclusion in email to all past and current riders (2000+ email contacts)
Peloton (Up to \$500)	<ul style="list-style-type: none"> • Logo on TdG website • Min 1 mention in social media