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TOUR DE PALM SPRINGS



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# 22nd Annual Tour de Palm Springs

## February 7 & 8, 2020

101619

### Nearly 4 MILLION RAISED FOR LOCAL CHARITIES!

The Tour de Palm Springs charity event started in 1998 when Tim Esser cycled from Palm Springs CA. to Jacksonville Fl. raising money for local charity. Today, the Tour de Palm Springs is one of the largest events of its kind in America. Up to 30,000 spectators will visit our vendor area located in world famous downtown Palm Springs while cyclists ride between 5 & 100 miles (walkers & cyclists 1 or 3 mile) Every year the event entertains between 6,000 to 10,000 cyclists from 46 different states including 4 countries. Since 1998 the Tour de Palm Springs charity event has distributed nearly \$4,000,000.00 to over 150 local nonprofit organizations.

### **The Tour de Palm Springs is nationally known for many reasons. Here are just a few:**

- **Entertainment:** Over 20 bands will be staged throughout event and along routes for our cyclists
- **Finish line:** Cyclists are greeted by nearly 100 cheerleaders including 50-member marching bands
- **Start line:** Cyclists are sent off into the streets with a nearly 200-member marching band
- **Start area:** Cyclists will exit thru military, police & fire vehicles with sirens on and lights flashing
- **Route support:** Over 30 vehicles will support cyclists on the routes including vans, buses & others
- **Communication:** 25 RACES HAM radio operators ensure stranded cyclists will be attended to ASAP
- **Food stops (SAGs):** Fine buffet foods are served while 50 member bands entertain cyclists
- **1,500 volunteers:** 1,500 volunteers will pour their hearts out to ensure cyclists have an awesome time
- **Charity:** Nearly 100 non-profit organizations benefit from this event every year

Thank you for your support of Tour de Palm Springs and its mission.

# **2020 SPONSORSHIP PROGRAM**

## **Title sponsorship: \$40,000.00 (Cash - 1 only)**

- Name branded as Title Sponsor throughout event media, marketing and ads
- Name/Logo on TV and radio PSAs
- Name/Logo on rider T-shirts
- Name/Logo on rider jerseys
- Name/Logo on event posters
- Name/Logo on website
- Vendor booth at Expo
- 25 walk or ride tickets

## **Presenting Sponsors: \$35,000.00 (Cash – Limit 2) (1 left as of 8-7-19)**

- Name branded as presenting sponsor throughout event marketing and ads
- Name/ Logo on TV PSA
- Name/ Logo on rider T-shirts
- Name/ Logo on rider jerseys
- Name/ Logo on event posters
- Name/ Logo on website
- Vendor booth at Expo
- 15 walk or ride tickets

## **Mt. San Gorgonio Sponsor: \$10,000.00 (Cash- Limit 5)**

- Name/ Logo on TV PSA
- Name/ Logo on rider T-shirts
- Name/ Logo on rider jerseys
- Name/ Logo on website
- Vendor booth at Expo
- 10 walk or ride tickets

## **SAG Food Sponsor (Platinum) \$5,000.00 food donation (1,000- 5 to 6 oz servings)**

- Name/ Logo on rider T-shirts
- Name/ Logo on jerseys
- Name/ Logo on website
- SAG sponsor to set up vehicle at SAGs for distribution of food- TDPS will assist with serving)
- Tour de Palm Springs will purchase 1) \$400.00 gift certificate in \$25 & \$50 increments

## **SAG Food Sponsor (Gold) \$4,000.00 food donation (750- 5 to 6 oz servings)**

- Name/ Logo on rider T-shirts
- Name/ Logo on website
- SAG sponsor will set up vehicle at SAG for distribution of food- TDPS will assist with serving)
- Tour de Palm Springs will purchase 1) \$300.00 gift certificate in \$25 & \$50 increments

## **SAG Food Sponsor (Silver) \$3,000.00 food donation (500 5 to 6 oz servings)**

- Name/ Logo on website
- SAG sponsor will set up vehicle at SAG for distribution of food- TDPS will assist with serving)
- Tour de Palm Springs will purchase 1) \$200.00 gift certificate from your restaurant
- 2 walk or ride tickets

## **SAG Food Sponsor (Bronze) \$1,000.00 food donation (5 to 6 oz servings)**

- 2 walk or ride tickets

## **Spokes Sponsor: \$1,000.00 (Cash- Unlimited sold)**

- Name/ Logo on website
- 4 walk or ride tickets

## **Road Sponsor: \$150.00 (unlimited sold)**

- Name/ Logo on one directional road sign displayed on routes viewed by motorists and cyclists



Tour de Palm Springs 2020  
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Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email \_\_\_\_\_

Level of Participation: \_\_\_\_\_

Include any legal disclaimer and other notes below:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Ads must be camera ready prior to deadline dates. Logos must be supplied in Vector format and / or JPEG and PDF formats. Sponsorship including jersey/ website advertisement, logo must be supplied in color. Event T-shirt, logo must be black and white.**

### **Sponsor Deadline Dates**

**(Dates subject to change)**

Event posters: Dec 15, 2019

Jerseys: October 15, 2019

TV PSA: Dec 15, 2019

Route signs: Jan 15, 2020

T-shirts: Dec 15, 2019

Website: Jan 15, 2020