

TOUR DE PALM SPRINGS
In Coachella Valley



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501(C)3#: 33-0836672

27th Esser AG Tour de Palm Springs in Coachella Valley

2025 SPONSORSHIP PROGRAM

Honoring our First Responders & Veterans

052324te

The Tour de Palm Springs in Coachella Valley charity event started in 1998 when Tim Esser cycled his first time from Palm Springs, California to Jacksonville, Florida raising \$20,000 for 20 local charities. Today, *the Tour de Palm Springs in Coachella Valley* is one of the largest events of its kind in America bringing in nearly 30,000 spectators, 2,500 volunteers, and between 6,000 to 10,000 cyclists from across America and 4 countries. Since 1998 the *Tour de Palm Springs in Coachella Valley* has distributed over \$4,000,000.00 to over 150 local nonprofit charities. Your sponsorship will allow us to continue to make a difference in the Coachella Valley. Thank you for your support.

Tim Esser
Founder/Owner/Volunteer

Cody Shelton
Executive Director

Name: _____

Business: _____

Address: _____

Phone: _____ Email _____

Level of Participation: _____

Signature: _____ Date: _____

**Jersey logos must be supplied in Vector color format and JPEG/PDF color formats for website.
T-shirt logo must be black and white format. *Sponsor logo deadline date: November 14, 2024***

Questions: email info@tourdepalmsprings.com or phone 760-574-1305

For office use only: Level Confirmed Payment: Check/Cash Logos Received: Black White/Color

Main Sponsors

Title Sponsor \$60,000.00 (limit 1 only)

Presenting Sponsorship- \$50,000 (limit 2 only) (1 sold)

- Name branded with Tour de Palm Springs name as a sponsor
- Name/ Logo on TV PSA
- Name / Logo on finish line metal or ribbons (Sponsor's choice)
- Name/Logo on rider T-shirts
- Name /Logo on Jerseys
- Name/Logo on event flyers
- Name /Logo on TDPS sponsor website page with link to your business
- Free 25 rider registration & 25 walk registration

Swag bag sponsor: \$15,000 (limit 1 only)

- Sponsor pays for the bags
- Name/ Logo on swag item for up to 10,000 cyclists & walkers
- Name/Logo on TV PSA
- Name/Logo on rider T-shirts
- Name /Logo on Jerseys
- Name/Logo on event flyers
- Name /Logo on TDPS sponsor website page with link to your business
- Free 10 rider registration & 25 walk registration

Route Sponsors: \$7,500 (100/85/56)

100 Mile: (limit 4 only)

85 Mile: (limit 4 only)

56 Mile: (limit 4 only)

- Name/Logo on TV PSA
- Name/Logo on rider T-shirts
- Name /Logo on Jerseys
- Name/Logo on event flyers
- Name/Logo on paper maps
- Name designated for this route only
- Name/Logo on 10 Road Signs
- Name /Logo on TDPS sponsor website page with link to your business
- Free 25 walk registrations

Route Sponsors: \$5,000 (36/24/7/walk)

36 Mile: (limit 4 only)

24 Mile: (limit 4 only)

7 Mile: (limit 4 only)

1 & 3 Mile walk: (limit 4 only)

- Name/Logo on TV PSA
- Name/Logo on rider T-shirts
- Name /Logo on Jerseys
- Name/Logo on event flyers
- Name/Logo on paper maps
- Name designated for this route only
- Name/Logo on 3 road signs
- Name /Logo on TDPS sponsor website page with link to your business
- Free 25 walk registrations

Vehicle support sponsor (In-Kind donation of 4 VANS includes driver/vehicle/gas) (limit 4 only)

- Name/Logo on rider T-shirts
- Name/Logo on event flyers
- Name /Logo on TDPS sponsor website page with link to your business
- Free 25 walk registrations

Lunch/Snack/Water SAG Stop Sponsors: \$5,000

Palm Desert Civic Center (limit 1 only- No restaurants)

Ruth Hardy Park (limit 1 only- No restaurants)

Fantasy Springs (limit 1 only- No restaurants)

Westside Elementary School (limit 1 only- No restaurants)

Fire Station/Western Golf Cart (limit 1 only- No restaurants)

Rancho Mirage High School (limit 1 only- No restaurants)

Fire station (limit 1 only- No restaurants)

Dillon Rd (limit 1 only- No restaurants)

Lowes (limit 1 only- No restaurants)

Cathedral City High School (limit 1 only- No restaurants)

- Name/Logo on TV PSA
- Name/Logo on rest stop rider maps (paper & website maps)
- Name/Logo on rider T-shirts
- Name /Logo on Jerseys
- Name /Logo on TDPS sponsor website page with link to your business
- Name /Logo on TDPS website food menu page with link to your business
- Free 25 walk registrations

Food Sponsors

Food Sponsor (Gold) \$4,500.00 of 6oz food donation (limit 5) (3 sold)

- Name/Logo on TV PSA
- Name/Logo on rider T-shirts
- Name /Logo on Jerseys
- Name /Logo on TDPS sponsor website page with link to your business
- Name /Logo on TDPS website food menu page with link to your business
- Tour de Palm Springs will purchase \$300.00 in gift certificates from your business
- Free 25 walk registrations

Food Sponsor (Silver) \$3,500.00 of 6oz food donation (limit 5)

- Name /Logo on TDPS sponsor website page with link to your business
- Name/Logo on rider T-shirts
- Tour de Palm Springs will purchase \$200.00 in gift certificates from your business
- Free 25 walk registrations

Food Sponsor (Bronze) \$2,500.00 of 6oz food donation (unlimited sold)

- Name/Logo on TDPS sponsor website page with link to your business
- Free 25 walk registrations

Misc. Sponsors

Start & Finish line sponsor \$7,500.00 (limit 5)

- Hi media & social media visibility location
- 36" x 72" sign with name/logo placed at start & finish line area
- Name /Logo on TDPS sponsor website page with link to your business
- Free 25 walk registrations

Cowbell Sponsor \$3,000.00 (Limit 1)

- Name & logo on 1,000 cowbells given to the public at start/finish line to cheer on departing/arriving cyclists
- Free 25 walk registrations

Spokes Sponsor: \$1,000.00 (Unlimited sold)

- Name / Logo on TDPS sponsor website page with link to your business
- Free 25 walk registrations

Team builder Sponsor \$500.00 (Unlimited sold- 25 walker entries pays for this sponsorship)

- Name / Logo on TDPS sponsor website page with link to your business
- Free 25 walk registrations - Great for company team building

Road signs- \$300.00 each 24" x 12" (Unlimited sold)

- Name/Logo on website with their link to business
- Attached to barricade for cyclists and motorists along routes
- Free 5 walk registrations