

2018 Event Information & Sponsor's Application



June 23, 2018



www.tourdeville.org

2018 Tour de Ville

Event & Sponsor's Information



June 23, 2018

About the Northville Rotary Club and the Tour de Ville:

The Northville Rotary Club has been serving the community by providing a forum for citizens to give back to the communities where they live and/or work. The 5th annual “**2018 Tour de Ville Bike Ride**” (TdV) is our major fund raising event for the year and we invite you to become a sponsor for this year’s ride to be held on **Saturday, June 23, 2018**. The ride will be promoted regionally. In our first four years we attracted over 1,700 riders and raised over \$75K for charities and causes including the following:

Local (40%)

College Scholarships
Civic Concern (food pantry)
Foreign Exchange Student program
Little Free Libraries
Rouge Clean-up
Rotary Well Maintenance

Regional/Detroit (40%)

Life Remodeled
Kids Against Hunger
Boy Scouts Jamboree

International (20%)

Polio eradication
Shelter Box
Ghana school project
Nicaragua Layette bags

About the Tour de Ville:

Our benefit bike ride is a family oriented event including 10, 34, and 53 mile routes beginning and ending in historic downtown Northville, MI. All riders will receive a light breakfast, rest stop beverages and energy snacks, lunch, and event T-shirt (adults only). We will have live music provided by the Shawn Riley band and beer available for sale. We will have door prizes provided by various sponsors including four \$250 gift certificates for a purchase of a new bicycle/merchandise from D&D Bicycles.

Why sponsor the 2018 Tour de Ville?

1. Support/engage in the community where you do business and your employees live
2. Promote your brand/business within the local community/region via our event marketing campaign.
3. Recognize a work team, associate, customer or supplier with one of your complementary free rider registrations. (see table on Page 3 below)

2018 Tour de Ville marketing plan:

1. The event is promoted in the Michigan 2018 Ride Calendar – an annual bike riding publication
2. The event is also marketed via Facebook and on the Tour de Ville website where advanced registration is available for all riders beginning February 1, 2018. Presenting, Platinum, Gold and Silver sponsors will be featured on event Posters and rack cards that will circulate months in advance of the event. You can also display your brand via banners on the day of the event. All qualifying sponsors will have their logo featured on the event T-shirt. (see below)

Sponsor Levels		Sponsors Logo will appear on		
Sponsor Levels	Donation Level	Event T-Shirt	Event Website	Event Posters & Rack Cards
Platinum	\$2500	✓	✓	✓
Gold	\$1,500	✓	✓	✓
Silver	\$1,000	✓	✓	✓
Bronze	\$500	✓	✓	
Contributor	< \$500		✓	

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Sponsor's Application



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Company/Organization Name: _____

Please indicate your sponsor level by checking [X] the appropriate box below:

Sponsorship Levels and Benefits			Your sponsor level includes:	
Sponsor Levels	Please check your sponsor level below	Cash or Check or In-kind Value	A plaque showcasing your support	Free Registered cyclists
Platinum	<input type="checkbox"/>	\$2,500	<input checked="" type="checkbox"/>	12
Gold	<input type="checkbox"/>	\$1,500	<input checked="" type="checkbox"/>	8
Silver	<input type="checkbox"/>	\$1,000	<input checked="" type="checkbox"/>	4
Bronze	<input type="checkbox"/>	\$500	<input checked="" type="checkbox"/>	2
Contributor	<input type="checkbox"/>	Amount:\$		

Note: Sponsorship Monies and/or "in-kind" contributions given to support the Tour de Ville are considered **Advertising or promotional** fees rather than charitable donations.

Contact Name: _____

Phone number(s): Office _____ Cell _____

Email Address: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip code** _____

Signature of Contact person _____ **Date:** ____/____/2018



Please make your **check** payable to "Northville Rotary Club-Tour de Ville" and mail to Tour de Ville, c/o Northville Rotary Club, 143 Cadycentre #109, Northville, MI 48167 or pay by **credit card** on our website: visit www.tourdeville.org

For Questions please contact: 2018 TdV Sponsor Committee Co-Chairs: DJ Boyd or Jeff Smith at: sponsors@tourdeville.org.

Note: A downloadable/editable version of this form is available at www.tourdeville.org under the "Sponsors" tab to simplify completion of the application.

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In-Kind Contributions menu for Sponsors



June 23, 2018

Company/Organization Name: _____

In-kind Ideas	Check box below	Quantity or Description	Estimated \$ Value
Services			
Printing			
SAG Support			
Set-up/Teardown Manpower			
Website design			
SWAG			
Logo Water Bottles			
Koozies			
Key chains/drink openers			
Lip balm			
Merchant coupons			
Door Prizes			
Gift cards			
Cycling merchandise			
Fitness merchandise			
Trial memberships			
Food/Beverage:			
Water			
Sports Drinks			
Fruit			
Energy Bars			
Crackers			
Candy bars			
Cups/Plates			
Napkins			
Other - _____			
Total Value Contributed			\$

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