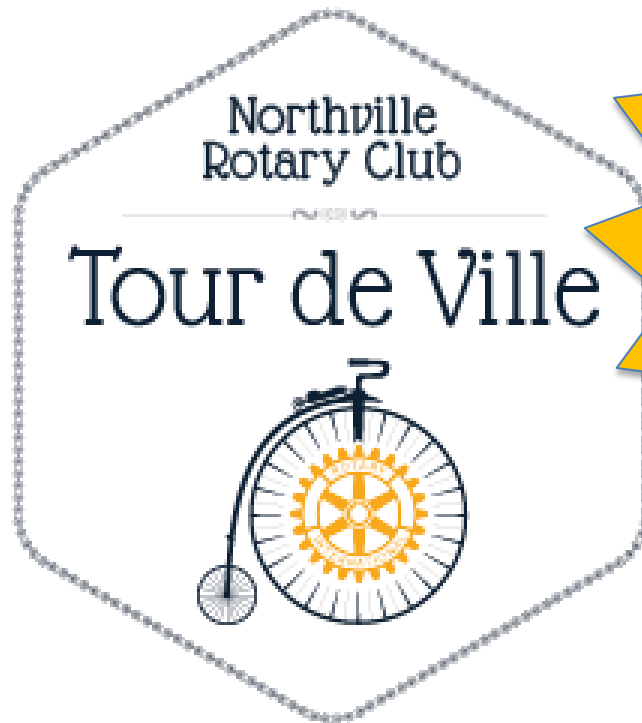


2017

Sponsor's Application



Improved
Sponsor
benefit & pay
by credit
card option

September 23, 2017



www.tourdeville.org

2017 Tour De Ville Sponsor's Application



September 23, 2017

About the Northville Rotary Club and the Tour de Ville:

The Northville Rotary Club has been serving the community and promoting harmony and goodwill throughout the world for 91 years. The 4th annual **"2017 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, September 23, 2017**. The ride will be promoted regionally. In our first three years we attracted over 1,300 riders and raised over \$60K for charities and causes such as the Rotary International Foundation, Kids Against Hunger, local scholarships, student exchange programs, Little Free Libraries, Shelter Box and local food banks, and Life Remodeled.

About the Tour de Ville:

The 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, a hardy lunch, and event T-shirt (adults only). We will have some door prizes provided by various sponsors including four \$250 gift certificates for a purchase of a new bicycle from D&D Bicycles and this year we will feature live music and a beer "tent".

Why sponsor the 2017 Tour de Ville?

1. Support/engage in the community where you do business
2. Advertise 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 free rider registrations or event T-shirts.

Event marketing plan:

1. The event is promoted in the Michigan 2017 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 May 1, 2017. Presenting, Gold and Silver sponsors will be featured on event Posters and trifold brochures 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.

| Event Marketing details | | Sponsors Logo will appear on | | |
|-------------------------|----------------|------------------------------|---------------|--------------------------|
| Sponsor Levels | Donation Level | Event T-Shirt | Event Website | Event Posters /Brochures |
| Gold | \$1,500 | ✓ | ✓ | ✓ |
| Silver | \$1,000 | ✓ | ✓ | ✓ |
| Bronze | \$500 | ✓ | ✓ | |
| In-kind value* | < \$500 | | ✓ | |
| In-kind value* | \$500-999 | ✓ | ✓ | ✓ |
| In-kind value* | >\$1,000 | ✓ | ✓ | ✓ |
| Breakfast | In-Kind | ✓ | ✓ | ✓ |
| Rest stop (s) | In-Kind | ✓ | ✓ | ✓ |

* See attached for in-kind donation ideas/needs

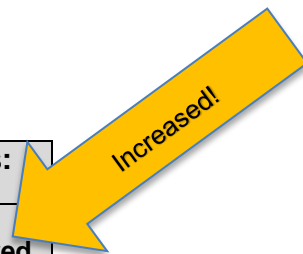
2017 Tour De Ville Sponsor's Application



September 23, 2017

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 |
| Gold | | \$1,500 | ✓ | 12 |
| Silver | | \$1,000 | ✓ | 8 |
| Bronze | | \$500 | ✓ | 4 |
| In-kind value | Please complete page 4 for "in-kind" contributions. | >\$1,500 | ✓ | 12 |
| In-kind value | | >\$1,000<\$1,500 | ✓ | 8 |
| In-kind value | | \$500-999 | ✓ | 4 |
| In-kind value | | < \$500 | | |
| Breakfast | | In-Kind | ✓ | 8 |
| Rest stop(s) | | In-Kind | ✓ | 4 |

Note: Sponsorship Monies/in-kind donations 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:** ____/____/2017



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/#sponsors

For Questions please contact: 2017 TdV Sponsor Committee Chair: Jeff Smith – cell (734) 355-2686 or email Jeff at: sponsors@tourdeville.org.

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

2017 Tour De Ville Sponsor's Application



September 23, 2017

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 | | | \$ |

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