

Tour de Steamboat

JULY 21, 2018



2018
Sponsorship Packet



2017 Tour de Steamboat Sponsors



Thank you to our Generous Sponsors, Volunteers and Riders!

SHIMANO® ERIKSEN STEAMBOAT SPRINGS COLORADO



8th Street Steak House | 10th Mountain Division Hut Association | AAA | Ace Hardware | Aurum | B & K Distributing Inc.
 Bank of the San Juans | Bear River Bar & Grill | Beaujo's | Bicycle Colorado | Big Agnes | Bucking Rainbow Outfitters
 Butcherknife Brewing Company | Cantina | Carl's Tavern | Christy Sports | Classic Crank Bike Shop | Elevated Olive
 Event Medical Solutions | Friends of Crossan's | Hard Headed | Historic Routt County | Images of Nature | Jean Wernig
 Lake Catamount Touring Center | Mahogany Ridge Brewery | Main Street Steamboat | Manic Training
 Maryanne Brooks Butler, DDS | MB Warner | Moots | Mountain Tap Brewery | Moving Mountains | New Power Fund
 Old Town Hot Springs | Orange Peel Bicycle Service | Pedego Electric Bikes | Primal Wear | Sierra Club
 Singletrack Bookkeeping | SportsMed | Steamboat Bike Shop | Steamboat Bike Town | The Steamboat Group
 Steamboat Powder Cats | Steamboat Sign Company | Steamboat Springs School District | Steamboat Ski Touring Center
 Steamboat Springs Winter Sports Club | Storm Peak Brewing Company | Sunshine Dentistry | Town of Yampa
 Wyndham Resorts | Yampa Valley Bank | Yampa Valley Brewing Company | Yampa Valley Land Trust

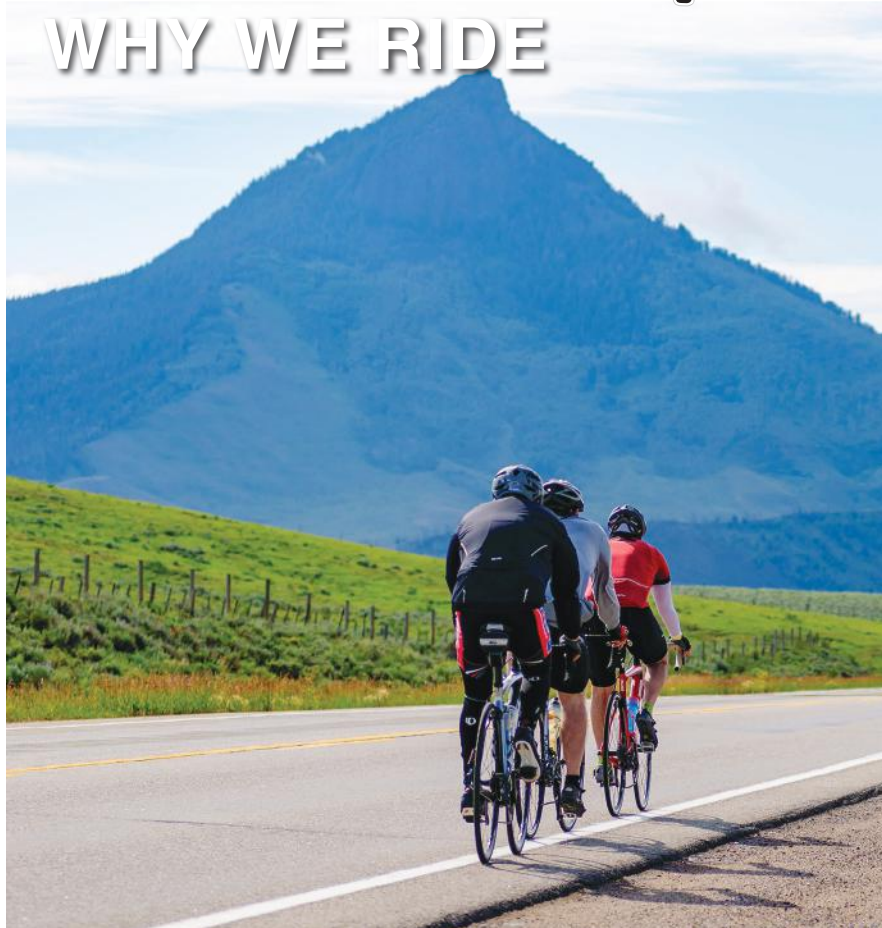
Proceeds Benefit Yampa Valley Non-profits:



sponsorship@tourdesteamboat.com

Tour de Steamboat

WHY WE RIDE



JULY 21, 2018

The Tour de Steamboat is an annual bicycle event that brings together 1,000 cyclists and over 100 volunteers on a one-day ride through beautiful Northwest Colorado. Names like Rabbit Ears Pass, Gore Pass, Stagecoach, Toponas, Oak Creek and Yampa dot our incredible routes, and 4 mileage options offer something for everyone to enjoy. We are a non-competitive event open to cyclists of all ages, and participants are encouraged to ride at their own pace and enjoy the majestic scenery, culture and history of Northwest Colorado!

Be part of an event that provides a variety of scenic routes and first-class support for riders all to benefit non-profits in the Yampa Valley.

The Tour de Steamboat is one of the top non-profit fundraisers in the area.



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Tour de Steamboat

2018 BENEFICIARIES

We have selected local organizations that reach out in powerful and effective ways to impact our community in the Yampa Valley. As beneficiaries, they also play a key role in marketing and organizing the event. In 2017, we donated more than \$90,000 directly to our beneficiaries.



ROUTT COUNTY RIDERS

RCR's mission is to unite bicyclists in Steamboat Springs and Routt County through trails, roads, and pathways; education; and events with the goal of creating a fun, healthy, and safe bicycle-friendly community.



REPS (Reaching Everyone Preventing Suicide)

REPS' mission seeks to preserve, protect and promote life by providing the Yampa Valley with a group of trained volunteers, collaborative initiatives, educational programs, compassionate survivor-care and proactive suicide prevention.



PARTNERS Mentoring Youth in Routt County

Partners in Routt County aims to empower youth to live healthy, productive lives, contribute to their community, and successfully pursue their dreams. Our mission is to build resilient youth in Routt County by creating and supporting meaningful mentoring relationships.



YAMPA VALLEY SUSTAINABILITY COUNCIL

The mission of the Yampa Valley Sustainability Council (YVSC) is to be a resource and catalyst to advance sustainability in the Yampa Valley through education, events, and programs by building collaboration among individuals, organizations, businesses and government.

Each year, our beneficiaries and Board of Directors continue the gift of giving by selecting a fifth beneficiary non-profit. Past recipients include Born Free in 2015 and Yampa Valley Community Foundation's Impact 100 in 2016.

Tour de Steamboat

2018 SPONSORSHIP OPPORTUNITIES

The **Tour de Steamboat** offers opportunities to impact the Yampa Valley community. From cash and in-kind sponsorships to underwriting specific elements of the event, the Tour offers a variety of levels to match your company's marketing goals and budget.

Return on your Investment

- Receive community visibility leading up to the Tour de Steamboat, on event day and after the event.
- Reach your target audience of 1,000 plus throughout the event.
- Build employee morale and demonstrate company commitment to the community.
- Partner with an organization that directly funds and benefits your local community non-profits.

Corporate Sponsorship

Ranging in price from \$300 - \$3,000, corporate sponsorship packages allow your company name to be associated with the Tour de Steamboat prior to and during the event. Depending upon your level of sponsorship, your name or logo may appear on T-shirts, posters, banners, entry forms, the Tour de Steamboat website, and pre-event advertising. On the day of the ride, your message will reach people via on-site signage and booth space. Please see our sponsorships levels page for a full explanation of sponsorships levels and benefits.



POSTER

2018 posters will be distributed in numerous locations throughout the Steamboat Springs area, as well as other Colorado locations.



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Tour de Steamboat

2018 SPONSORSHIP LEVELS

Signature Sponsor

\$3,000
(FOUR AVAILABLE)

- Signature Branded Ride or Event, choose one: Sydney Peak Ride, Oak Creek Ride, Yampa Valley Loop or BBQ event
- Logo promotion in marketing materials including website, emails, poster and print ads
- Logo and link on the Tour site
- Logo on volunteer T-shirt
- Your company banner displayed at start/finish of the Tour
- Logo on social media post on Facebook
- Exhibit space at BBQ/Expo
- Recognition during the post-ride BBQ event
- 5 ride entries
- 5 guest BBQ tickets

V.I.P. Sponsor

\$1,000
(FIVE AVAILABLE)

- Logo promotion in marketing materials including website, emails, poster and print ads
- Logo and link on the Tour site
- Logo on volunteer T-shirt
- Your company banner at selected aid station
- Exhibit space at BBQ/Expo
- Recognition during the post-ride BBQ event
- 2 ride entries
- 2 guest BBQ tickets

Sustaining Sponsor

\$750
(UNLIMITED)

- Tiered recognition in marketing materials including website, emails and poster
- Logo and link on the Tour site
- Tiered recognition on sponsor banner at start/finish of the tour
- Recognition during the post ride BBQ event
- Tiered recognition on volunteer T-shirt
- 1 ride entry
- 1 guest BBQ ticket

Fundraising Sponsor

\$500
(UNLIMITED)

- Tiered recognition in marketing materials including website, emails and poster
- Logo and link on the Tour site
- Tiered recognition on sponsor banner at start/finish of the tour
- Recognition during the post ride BBQ event
- Tiered recognition on volunteer T-shirt
- 1 guest BBQ ticket

Community Sponsor

\$300
(UNLIMITED)

- Tiered recognition in marketing materials including website, emails and poster
- Logo and link on the Tour site
- Tiered recognition on sponsor banner at start/finish of the tour
- Recognition during the post-ride BBQ event
- Tiered recognition on volunteer T-shirt
- 1 guest BBQ ticket

Official Supplier

IN-KIND
(UNLIMITED)

Product or service

- Tiered recognition at corresponding sponsorship level based on value of donation

Event Supporter

IN-KIND
(UNLIMITED)

Key event support, product or service

- Tiered recognition at corresponding sponsorship level based on value of donation



Please contact us directly regarding particular support, exposure and return on investment

sponsorship@tourdesteamboat.com

Tour de Steamboat

2018 SPONSORSHIP FORM

Sponsorship Levels (PLEASE CHECK ONE)

☐ Signature Sponsor = \$3,000

☐ V.I.P. Sponsor = \$1,000

☐ Sustaining Sponsor = \$750

☐ Fundraising Sponsor = \$500

☐ Community Sponsor = \$300

☐ Official Supplier - In-Kind

☐ Event Supporter - In-Kind

☐ Other _____

Payment ☐ Check Enclosed ☐ Invoice Me ☐ Contact Me for Credit Card Information

Name: _____

Signature: _____

Address: _____

Email: _____

Phone: _____

All commitments must be paid in full by April 1, 2018

Please make checks payable to:

Tour De Steamboat

P.O. Box 775411

Steamboat Springs, CO 80477

Since the Tour de Steamboat is a 501 (c) (3) nonprofit, if your business is an entity that passes through income to primary shareholders or a sole proprietorship, your sponsorship may be considered a charitable deduction on your personal taxes. Alternatively, your sponsorship may be considered a deductible marketing expense for your company. Please consult with your tax advisor for advice concerning deductibility.

Questions:

Please email us at info@tourdesteamboat.com or call Katie at 970-846-9206

For more information:

Please visit our website to learn about our routes, beneficiaries, event planning, lodging, ride tips and more. Thank you for your commitment to the 2018 Tour de Steamboat. We look forward to partnering with you.



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