

Tour de Steamboat

PRESENTED BY **SHIMANO**

JULY 22, 2017



2017
Sponsorship Packet





Past Sponsors

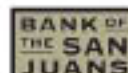
2016

ERIKSEN **Tour de Steamboat** PRESENTED BY SHIMANO

Thanks to our Generous Sponsors, Volunteers and Riders!



Steamboat | Sotheby's



10th Mountain Division Hut Association | 303 Visual | Ace Hardware | Aces High | Bicycle Colorado | Big Agnes | Bucking Rainbow Outfitters | Certified Welding | Chaos Ink
 Christy Sports | Classic Crank Bike Shop | Colorado Group Realty | Custom Color | Davidson Tax Company | DT Swiss | Duskels Construction Inc. | Elevated Olive | Event Medical Solutions
 Greg Rawlins | Historic Routt County | Images of Nature Gallery | Izzy Murm | Moots | Mountain Eyeworks | Old Town Hot Springs | Orange Peel Bicycle Service | Pedego Electric Bikes
 Singletrack Bookkeeping | Skitch Labs | Soda Creek Elementary | SportsMed | Sunshine Derristry | Starbucks Steamboat | Steamboat Powder Cats | Steamboat Sign Company
 Steamboat Springs Winter Sports Club | Steamboat Ski Touring Center/Haymaker Nordic Center | Town of Yampa | Tim Corrigan | Wyndham Resorts | Yampa Valley Bank | Yampa Valley Land Trust

Post-Ride Beer Garden Sponsors:

Mountain Tap Brewery | Storm Peak Brewing Company | Butchknife Brewing Company | Mahogany Ridge Brewery

Proceeds Benefit Yampa Valley Non-Profits:



sponsorship@tourdesteamboat.com

Tour de Steamboat

WHY WE RIDE

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The Tour de Steamboat is an annual bicycle event that brings together 1,000 cyclists and over 100 local and state-wide volunteers, on a one-day ride through beautiful Northwestern 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!

*An all volunteer effort to provide
a first-class choice of routes
and support for riders*

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



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2017 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 2016, we donated over \$82,000 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. We do this by facilitating one-to-one partnerships between adult volunteers and youth.



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, programs and 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.



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2017 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 \$100 - \$5,000, 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 DESIGN

2017 posters will be distributed in numerous locations throughout the Steamboat Springs area, as well as other Colorado locations.



Tour de Steamboat

2017 SPONSORSHIP LEVELS

Signature Sponsor

\$3,000
(FOUR AVAILABLE)

- Signature Branded Ride or Event, choose one: Sydney Peak Ride, Oak Creek Ride, BBQ event, or Yampa Valley Loop
- Logo Promotion in all marketing collateral including all print and online ads
- Logo and link on the Tour site
- Your company banner displayed at start/finish of the Tour
- Social media announcement on Facebook, Twitter and Constant Contact with logo placement on all tour marketing communications
- Exhibit space at BBQ event
- 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 all marketing collateral including all print and online ads
- Logo and link on the Tour site
- Your company banner at selected aid station
- Recognition during the post-ride BBQ event
- 2 ride entries
- 2 guest BBQ tickets
- Exhibit space at BBQ event

Sustaining Sponsor

\$750
(UNLIMITED)

- Logo and link on the Tour site
- Recognition on sponsor banner at start/finish of the tour
- Recognition during the post-ride BBQ event
- Logo placement on T-shirt
- 1 ride entry
- 1 guest BBQ ticket

Fundraising Sponsor

\$500
(UNLIMITED)

- Logo and link on the Tour site
- Recognition on sponsor banner at start/finish of the tour
- Recognition during the post-ride BBQ event
- Logo placement on T-shirt
- Logo placement on tickets
- 1 guest BBQ ticket

Community Sponsor

\$300
(UNLIMITED)

- Logo and link on the Tour site
- Recognition on sponsor banner at start/finish of the tour
- Recognition during the post-ride BBQ event
- Logo placement on T-shirt
- 1 guest BBQ ticket

Official Supplier

IN-KIND
(UNLIMITED)

- Business name on Thank You Ad
- Product or service including giveaway prizes.

Event Supporter

IN-KIND
(UNLIMITED)

- Key event support, product or service
- Please contact us directly regarding particular support, exposure and return on investment.



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Tour de Steamboat

2017 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 14, 2017

Please make checks payable to:

Tour De Steamboat

P.O. Box 775411

Steamboat Springs, CO 80477

Since TDS 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 2017

Tour de Steamboat, we look forward to partnering with you.



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