

CELEBRATING 10 YEARS



SPONSORSHIP OPPORTUNITIES

JULY 20, 2013

WHY WE RIDE

CELEBRATING
10 YEARS



The Tour de Steamboat is an annual bicycle event that brings together 1000 cyclists and over 30 local and state-wide volunteers, on a one-day ride through beautiful Northern Colorado. Names like Rabbit Ears Pass, Gore Pass, Stagecoach, Toponas, Upper Craven and Wolford Mountain dot this incredible route, and 3 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 in our part of the world!

2013 proceeds from the Tour de Steamboat will benefit these Routt County organizations:



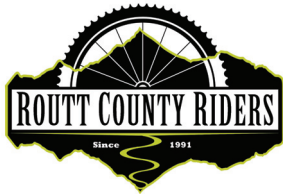
www.TourdeSteamboat.org

2013 FOCUS

CELEBRATING
10 YEARS



Every year we interview and select local organizations that reach out in powerful and effective ways in the community of the Yampa Valley. Proceeds from the 2013 Tour de Steamboat will benefit:



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 provide leadership to advance environmental, economic, and social sustainability for current and future generations through education, programs, and building collaboration among individuals, organizations, businesses, and government.

2013 SPONSORSHIP OPPORTUNITIES

CELEBRATING 10 YEARS



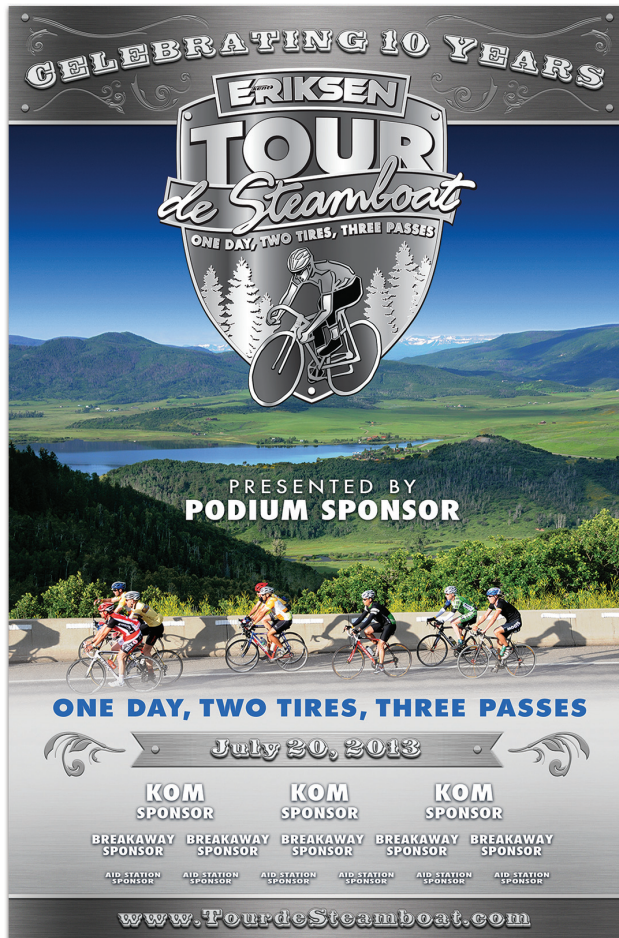
The Tour de Steamboat offers opportunities to impact the Yampa Valley community. From cash and in-kind sponsorships to underwriting specific elements of the events, the Tour offers a variety of levels to match your company's marketing goals and budget.

RETURN ON YOUR INVESTMENT

- Receive community visibility leading up to the Tour de Steamboat and on event day.
- Reach an 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 agencies.

CORPORATE SPONSORSHIP

Ranging in price from \$100 to \$5000, corporate sponsorship packages allow your company name to be associated with the Tour de Steamboat prior to and during the events. 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 page 5 for a full explanation of sponsorships levels and benefits.



POSTER DESIGN

2013 posters will be distributed in several business throughout Steamboat Springs and as well other locations in Colorado.

2013 SPONSORSHIP LEVELS

CELEBRATING
10 YEARS



PODIUM SPONSOR \$5,000 (2 available)

- Logo Promotion in all marketing collateral including all print and online ads
- Logo placement on ride banner
- Logo and link on the Tour site
- Special signage with your company logo displayed during the event
- Opportunity to feature an ad on the tour website
- Social media announcement on Facebook, Twitter and Constant Contact with logo placement on all tour marketing communications
- Exhibit space at registration
- Recognition during the post-ride BBQ event
- 10 ride entries (\$ 750 value)
- 10 guest BBQ tickets (\$250 value)
- 1 FREE Course Marker

KING OF THE MOUNTAIN \$3,000 (3 available)

- Signature Branded Ride or Event, choose Stagecoach Ride, Sydney Peak Ride, or BBQ event
- Logo Promotion in all marketing collateral including all print and online ads
- Logo and link on the Tour site
- Special signage with your company logo displayed during the event
- Social media announcement on Facebook, Twitter and Constant Contact with logo placement on all tour marketing communications
- Recognition during the post-ride BBQ event
- 5 ride entries (\$375 value)
- 5 guest BBQ tickets (\$125 value)
- 1 FREE Course Marker

BREAKAWAY SPONSOR \$2,000 (unlimited)

- Logo Promotion in all marketing collateral including all print and online ads
- Logo and link on the Tour site
- Special signage with your company logo displayed during the event
- Recognition during the post-ride BBQ event
- 3 ride entries (\$225 value)
- 3 guest BBQ tickets (\$75 value)
- 1 FREE Course Marker

AID STATION SPONSOR \$1,000 (7 available)

- Logo Promotion in all marketing collateral including all print and online ads
- Logo and link on the Tour site
- Banner at your selected aid station
- Recognition during the post-ride BBQ event
- 2 ride entry (\$150 value)
- 2 guest BBQ ticket (\$50 value)

VICTORY LANE SPONSOR \$100 (unlimited)

- 1 Branded sign along course in finish area

2013 SPONSORSHIP COMMITMENT FORM

CELEBRATING
10 YEARS



SPONSORSHIP LEVELS: *(Please check one)*

- Podium Sponsorship = \$5,000
- King of the Mountain Sponsorship = \$3,000
- Breakaway Sponsorship = \$2,000
- Aid Station Sponsorship = \$1,000
- Victory Lane Sponsorship = \$100
- Other = \$ _____

PAYMENT: *(Please make checks payable to: Tour de Steamboat)*

Name: _____ Phone: _____

Signature: _____

Address: _____

Email: _____

All commitments must be paid in full by **May 1, 2013**
Please make checks payable to: **Tour de Steamboat**
P.O. Box 775411 Steamboat Springs, CO 80477
Questions, please call Katie at: 970-879-8484

FOR MORE INFORMATION

Please visit our website to learn about our benefactors, event planning, lodging, ride tips and more. Thank you for your commitment to the 2013 Tour de Steamboat, we look forward to seeing you.

www.TourdeSteamboat.org