

Event Information & Sponsor's Application

Rotary Club of Northville's Tour de Ville Benefit Bike Ride



June 13, 2020

www.tourdeville.org

Rotary Club of Northville 2020 Tour de Ville



June 13, 2020

Sponsor Information

About the Northville Rotary Club and the Tour de Ville:

Rotary International is an international organization providing a forum for citizens to give back to the communities where they live and/or work. It is more than 100 years old. Our motto is “Service Above Self” and the 7th annual “**2020 Tour de Ville Bike Ride**” (TdV) is the our Clubs’ major fund raising event for the year. wW invite you to become a sponsor for this year’s ride to be held on **Saturday, June 13, 2020**. In our first six years we attracted over 2,300 riders and raised over \$120,000 for charities and causes including the following:

Local (40%)

College Scholarships
Civic Concern (food pantry)
Foreign Exchange Student program
Little Free Libraries
Friends of the Rouge
Maybury Farm
Living and Learning (autism)
Duke and John Foundation
Blessings in a Backpack

Regional/Detroit (40%)

Life Remodeled
Kids Against Hunger
Free Bikes 4 Kidz
Academy of the Americas
Homes for Our Troops
Crossroads

International (20%)

Polio eradication
Shelter Box
Ghana school project
Nicaragua Layette bags
Living Hope International
Shoes for Mexico

About the Tour de Ville:

Our benefit bike ride is a family-oriented event with routes beginning and ending in historic downtown Northville, MI. All riders will receive a light breakfast, rest stop beverages and energy snacks, lunch, and a customized event gift (adults only) showing event sponsor logos. We will have live music and beer available for purchase following the ride.

Why sponsor the 2020 Tour de Ville?

1. Support/engage in the community where you do business and your employees live or work
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 below)

2019 Tour de Ville marketing plan:

1. The event is promoted in the Michigan 2020 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, 2020. **Presenting, Platinum, Gold** and **Silver** sponsors will be featured on our event posters and rack cards that are circulated 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 gift as explained in the table below:

Sponsor Levels		Sponsors Logo will appear on			Benefits
Sponsor Levels	Donation Level	Event Gift (“Buff”)	Event Website	Event Posters & Rack Cards	Free rider registrations
Platinum	\$3,000	✓	✓	✓	10
Gold	\$2,000	✓	✓	✓	8
Silver	\$1,000	✓	✓	✓	4
Bronze	\$500	✓	✓		2
Contributor	< \$500		✓		

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Sponsor's Application

Company/Organization Name: _____

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

Sponsorship Levels		
Sponsor Levels	Please check your sponsor level below	Cash or Check or In-kind Value
Platinum	<input type="checkbox"/>	\$3,000
Gold	<input type="checkbox"/>	\$2,000
Silver	<input type="checkbox"/>	\$1,000
Bronze	<input type="checkbox"/>	\$500
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: ____/____/2020

 Please make your **check** payable to "Rotary Club of Northville-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 email: 2020 TdV Sponsors Committee 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.