

Sponsor Application

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



October 2nd 2021

Event & Sponsor's Information

www.tourdeville.org

Rotary Club of Northville 2021 Tour de Ville



October 2nd, 2021

About the Northville Rotary Club and the Tour de Ville:

The Rotary Club is an international organization providing a forum for citizens to give back to the communities where they live and/or work for over 100 years. Our motto is “Service Above Self” and the 7th annual “**2021 Tour de Ville Bike Ride**” (TdV) is the Northville Clubs’ major fundraising event for the year and we invite you to become a sponsor for this year’s ride to be held on **October 2nd, 2021**. In our first six years we attracted over 2,300 riders and raised over \$120K 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
Duke and John Foundation

Regional/Detroit (40%)

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

International (20%)

Polio eradication
Shelter Box
Ghana school project
Nicaragua Layette bags
Living and Learning Enrichment
Center
Shoes for Mexico

About the Tour de Ville:

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

Why sponsor the 2021 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 complimentary free rider registrations. (see table below)

2021 Tour de Ville marketing plan:

1. The event is promoted in the **League of Michigan Bicyclists 2021 Ride Calendar** – a magazine published by a bicycling advocate magazine.
2. The event is also marketed via Facebook and on the Tour de Ville website, where advanced registration is available for all riders beginning March 1, 2021. **Presenting, Platinum, Gold and Silver** sponsors will be featured on event Posters and rack cards 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 gift as explained in the table below:

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Sponsor Levels		Sponsors Logo will appear on			Benefits
Sponsor Levels	Donation Level	Event Gift	Event Website	Event Posters & Rack Cards	You will receive free rider registrations
Presenting	>=\$5,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Platinum	\$3,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Gold	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Silver	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Bronze	\$500	<input type="checkbox"/>	<input type="checkbox"/>		2
Contributor	< \$500		<input type="checkbox"/>		

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
Presenting	<input type="checkbox"/>	>=\$5,000
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:\$

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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: ____/____/2021

➔ Please make your **check** payable to “Northville Rotary Club-Tour de Ville” and mail to Gerry Burke, Tour de Ville, c/o 192 East Main, Northville, MI 48167 or pay by **credit card** on our website: visit www.tourdeville.org

For Questions please email: 2021 TdV Sponsors Committee at: sponsors@tourdeville.org.

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