



TOUR de TROIT

SPONSORSHIP
OPPORTUNITIES

INTERNATIONAL
BANCARD

THE CHINESE BUILDING

alor





OUR EVENTS

- 1 MLK MEMORIAL RIDE
- 2 PAZCKI RUN
- 3 TOUR D'EASTSIDE
- 4 TOUR DE TROIT



TOUR DE TROIT





TOUR DE TROIT, INC.

Founded in 2001, Tour de Troit, Inc. hosts the city's premiere outdoor activity series highlighting Detroit's diverse neighborhoods, its landmarks, and its history. On an annual basis, Tour de Troit, Inc. events attract more than 20,000 participants, many of whom participate in the annual Tour de Troit Ride, which has grown to become the largest cycling event in Michigan.

WHY WE DO IT

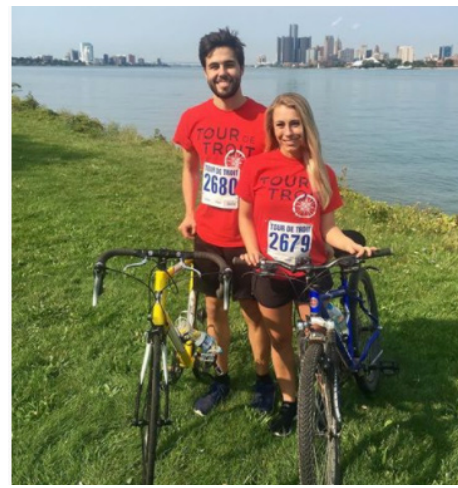
The mission of the Tour de Troit, Inc. is to promote and encourage bicycling and bicycle safety through education, public events, collaboration with community and government organizations and support for non-motorized infrastructure.



All of the neighborhoods, though, were vibrant with life. Drivers honked and hollered friendly greetings when we passed. Folks outside their homes waved and cheered when we rolled down their streets. – PATCH.COM

TOUR DE TROIT, INC. HAS RAISED MORE THAN \$400,000 TO SUPPORT NON-MOTORIZED TRANSPORTATION, CREATE NEW BIKE LANES, AND IMPROVE PARKS IN DETROIT AND HAMTRAMCK.

Projects have included the Southwest Detroit Greenlink; the Green Taskforce; park improvements in Hamtramck; and, the implementation of a standardized wayfinding system for the City of Detroit. Each Tour de Troit, Inc. event raises funds to support new projects and much needed improvements across the city.



ONLINE IMPACT

Tour de Troit, Inc. has a large social media audience reaching nearly 20,000 on Facebook and Twitter combined. Messaging is sent regularly through these platforms and across our digital mailing list of more than 30,000 subscribers.



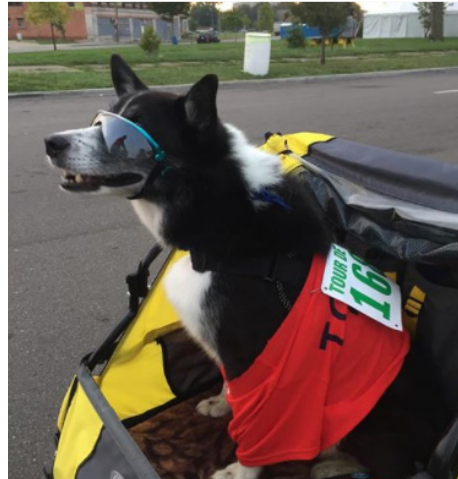
PHYSICAL MARKETING

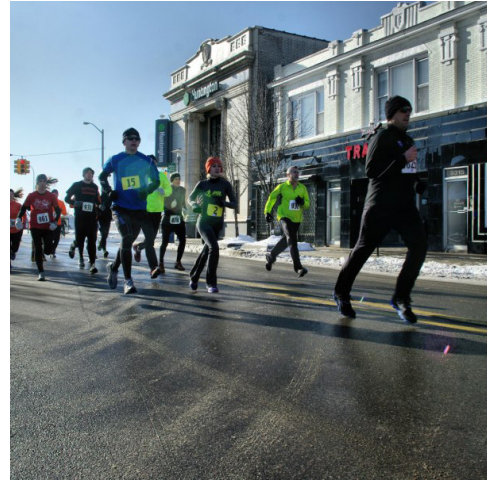
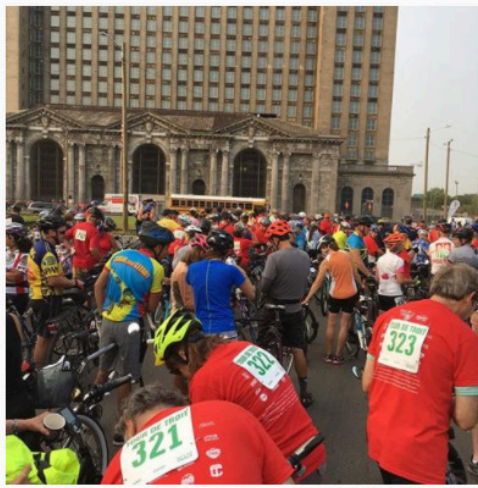
Sponsors receive highly visible branding opportunities at our events. Have your company's brand and products seen first on banners, flyers and shirts and make sure you're to be seen by thousands of participants and spectators.



PAID ADVERTISING/PUBLIC RELATIONS

Tour de Troit, Inc. regularly utilizes paid billboard, television, print and radio opportunities. We are frequently featured in publications including *Crain's Detroit Business*, the *Detroit News*, the *Free Press*, and the *Metro Times*. Tour de Troit, Inc. is also seen and heard on WDIV, WXYZ, WWJ, and WDET.







TOUR DE TROIT SPONSORSHIP

“Miller Canfield has proudly supported the Tour de Troit since 2007. The Tour de Troit showcases our hometown, and highlights many of the great things Detroit has to offer. Sponsoring the Tour de Troit fits nicely with Miller Canfield’s desire to promote healthy employees, to give back to the community, and to market the firm.”

— Steven Roach, Miller Canfield

OUR MISSION

EDUCATION, SAFETY, ACCESS.

This mission remains as relevant as ever as we, as a community, navigate and heal from the many challenges brought on in recent months.

Prioritizing the safety of our riders has meant that Tour de Troit has had to cancel public events and alter our approach to solicitation and ride advertisement. This has been a huge hit to our organization's finances. We ask that you consider renewing your financial and in-kind support so the Tour de Troit can come back even stronger next year.

Sponsors like you have an immediate and meaningful impact on day-to-day operations of the Tour de Troit and our ability to give back to the communities we partner with. Gifts like these touch every single facet of the organization.

We believe that investing in active transportation builds bridges across communities. While staging events that help more Detroiters get out and active is our day to day work, supporting inclusive neighborhood-based active transportation is our goal. Your generosity will help Tour de Troit survive through this mission-critical time.

As we rebuild from the challenges of 2020, Tour de Troit's remains committed to celebrating the city of Detroit while supporting community health, wellness, and volunteerism. Please help to make this possible with your contribution.

A handwritten signature in black ink that reads "Vittoria Katanski". The signature is fluid and cursive, with a large initial "V" and "K".

Vittoria Katanski
Director, Founder

PLEASE JOIN US AS AN ANNUAL SPONSOR OF TOUR DE TROIT, INC.

As we rebuild from the challenges of 2020, Tour de Troit's remains committed to celebrating the city of Detroit while supporting community health, wellness, and volunteerism. Please help to make this possible with your sponsorship.











Select from one of our options or our partnership team can help you develop a customized marketing program that will reach thousands of participants, and a larger audience through web, television, radio, and social media networks.

CONTACT US

SPONSORSHIP

Ash Hennen | ashley@tour-de-troit.org
734.748.4270

OPPORTUNITIES KEY

-  Logo on online TDT route map
-  Logo on digital event fliers
-  Logo on event shirt
-  Link on tour-de-troit.org & registration site
-  Quote in event press release(s)
-  Pre-event and day-of interview opportunities
-  Feature story in outreach communications; opportunity to add location-based story highlights in audio tour
-  Banner and logo on sponsor banners
-  Complimentary ride entries per event
-  Social media promotion

WOODWARD AVE | \$20,000

(CASH OR IN-KIND SERVICES)



X4 X4 X10

MICHIGAN AVE | \$10,000

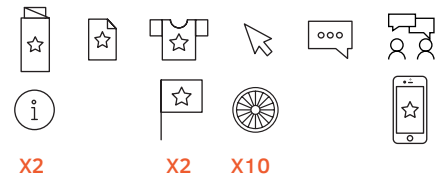
(CASH OR IN-KIND SERVICES)



X3 X3 X10

ROUGE PARK | \$5,000

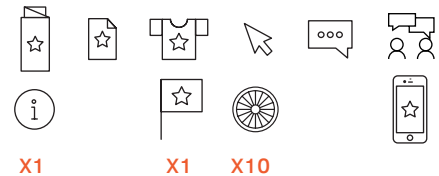
(CASH OR IN-KIND SERVICES)



X2 X2 X10

BELLE ISLE | \$1,000

(CASH OR IN-KIND SERVICES)



X1 X1 X10



TOUR DE TROIT SPONSORSHIP APPLICATION FORM

AGREEMENT BETWEEN

TOUR DE TROIT
2727 Second Ave.
Suite 148
Detroit, MI 48201
Represented by:
Vittoria Katanski

AND THE SPONSOR

Company/Organization:

Representative Name:

Address:

Email:

Phone:

STEPS TO CONCLUDE THE SPONSORSHIP

The representative who signs the TOUR DE TROIT, INC. Sponsorship Application Form warrants that he/she has the requisite powers and authority to enter this into SPONSORSHIP on behalf of his/her Company/Organization. Please select one of the following:

ANNUAL SPONSOR

Woodward Ave | \$20,000 Michigan Ave | \$10,000

Rouge Park | \$5,000

Belle Isle | \$1,000
Cash or In-Kind Services

Other _____

EVENT SPONSOR

MLK Paczki

Tour d'eastside Tour de Troit

To successfully apply for the TOUR DE TROIT SPONSORSHIP, the SPONSOR shall fill in the present Sponsorship Application Form and return it, duly signed, to Tour de Troit. Tour de Troit, Inc. will acknowledge receipt of Sponsorship Application Form.

The TOUR DE TROIT, INC. SPONSORSHIP shall be effective once the Application Form has been signed by both Parties and payment has been received. By signing the Sponsorship Application Form, the SPONSOR declares that he/she has duly taken notice of and accepted the General Terms and Conditions applicable.



SPONSOR signature

Vittoria Katanski

Tour de Troit

Please email signed agreement to info@tour-de-troit-org