



SPONSORSHIP PACKET

May 13, 2017

Dear Potential Sponsor,

Thank you for your interest in supporting our event. Event sponsorship is a great way to promote your business and to support a worthy cause. This year's proceeds will support the Lakeland Trails and Lakeland Dog Park projects. Using our event as an advertising medium, your brand will receive valuable recognition via many different marketing channels.

Print Materials

We will distribute 3000+ brochures and over 60 posters to local businesses, gyms, cafes, coffee shops, bike shops, etc... Additionally, each participant will receive an entry packet with additional print pieces promoting our sponsors. You also have the opportunity to provide coupons for your business and/or other informational materials in the participant's packets.

Our event is garnering a lot of attention. We will be advertising in and will be covered by many of the local publications and health magazines.

Electronic Advertising

Our custom website will feature sponsors of all levels on the main page, with a link to your business website for easy access. The event will also be promoted on www.lakelandtn.gov , www.mylakelandchamber.org, www.lakelandcurrents.com, local fitness calendars, local radio and news station, community calendars, local HOA associations, team calendars, and the websites of many of our participating businesses.

The event will also be supported by 4 email blasts to over 65,000 local residents, and will include logos and links to all of our sponsors.

Social Media Announcements

The event will be featured on the Facebook pages of Start 2 Finish, the City of Lakeland, Lakeland Currents, the Lakeland Chamber of Commerce, Delta Blues Winery, and Facebook pages of our supporters and sponsors. A full social media campaign will be implemented.

T-Shirts

We pride ourselves in creating unique and recognizable t-shirts for our event. An impressive t-shirt means that our participants will wear it often, displaying your logo all year long, for several years. A single t-shirt can contribute tens of thousands of impressions for your logo and business.

Race Day Recognition

The event will feature an energetic emcee. From the start of the registration through the entire event, sponsors are thanked and recognized for their support. We can also add a short statement of who you are and what you do to help connect participants to your business.

Those donating prizes for the silent auction will also be spotlighted by multiple announcements and description of the prize.

Sponsors of all levels will be allowed to have a table, representatives, products, services, demonstrations, activities, and marketing materials at the event. (with prior approval). They will also be featured on banners at the event, in prime locations.

TOUR DE LAKELAND Sponsorship Rights and Benefits

| | Title (\$1800) | Gold (\$500) | Silver (\$300) | Featuring (in-kind) |
|----------------------|-------------------|-----------------|-------------------|------------------------|
| Naming Rights | X | | | |
| Category Exclusivity | X | | | |
| T-Shirts | Title Sponsor | Primary | Secondary | Featuring |
| Website | Title Sponsor | Primary | Secondary | Featuring |
| Print Materials | X | Primary | Secondary | Featuring |
| Email Blasts | X | Primary | Secondary | Featuring |
| Social Media | X | X | X | X |
| Packets | X | X | X | X |
| Booth | X | X | X | X |
| Free Ride Entries | 5 | 3 | 2 | 1 |

**All proceeds benefit the Lakeland Trails and Dog Park projects.*

If a sponsorship isn't right for you at this time, you can still help us in any or all of the following ways:

- 1) Mark your calendar and attend the event
- 2) Invite your friends, families, riding partners, neighbors, etc...
- 3) Add us to your social media site, website, HOA group, or calendar
- 4) Provide us with email lists or forward our eblasts to your contacts and groups
- 5) Allow us to put flyers and/or posters at your establishment
- 6) Businesses can provide us with coupons and/or promotional materials for our packets
- 7) Provide a silent auction prize worth \$75 or more (highly promoted)
- 8) Consider an in kind donation of food, drinks, activities, etc... and promote your business

Feel free to pass this packet along to others who might be interested.

For questions about participation, sponsorship or to notify us of how you intend to help support the event, contact Alan Johnson at 901.355.3787 or asjohnsn@gmail.com.

