

GranFondoOttawa

2012

Sponsor Program

Title Sponsor \$10K

- [taken as \$5K cash [min] w/\$5K in merchandise or gc's]
- ~ title name of event on all print media except url/legal name
 - ~ complimentary Event Expo entry [10'x10' booth]
 - ~ prime name/logo placement on website w/link to site
 - ~ prime logo on special promo swag items
 - ~ prime logo on jersey, bibs, arm/leg warmers
 - ~ prime logo on tech-t above event logo
 - ~ prime logo on water bottles and musette [rider bag]
 - ~ prime banner logo introducing event
 - ~ logo on bike plates
 - ~ logo on road signs along route

Platinum Sponsor \$5K

- [taken as \$2,500.00 [min] cash + merchandise or gc's]
- ~ discounted Event Expo entry [10'x10' booth]
 - ~ large logo on main page of website w/link to site
 - ~ large logo on media print/poster
 - ~ small logo on special promo swag items
 - ~ large logo in prime location on jersey & bibs
 - ~ large logo on tech-t
 - ~ small logo on water bottles & musette [rider bag]
 - ~ large banner logo

GiroPreFesta Sponsor \$3K

- ~ named sponsor of Thursday night carb loading dinner
- ~ special media marketing via newspaper, radio, tv
- ~ placement of logo on website w/link to your site
 - ~ large banner at event
 - ~ name on media promoting the event
- ~ host sponsor recognition via attendees

FondoFesta Sponsor \$3K

- ~named sponsor of post-ride bbq & live entertainment
- ~special media marketing via newspaper, radio, tv
- ~ placement of logo on website w/link to your site
 - ~ large banner at event
 - ~ name on media promoting the event
 - ~ host sponsor recognition via attendees

Gold Sponsor \$2K

- [taken as cash or merchandise or gc's or services]
- ~ placement of logo on website w/link to your site
 - ~ medium logo on media print/poster
 - ~ medium logo on jersey or bibs
 - ~ medium logo on tech-t's
 - ~ medium banner logo

GiornoJaveFesta Sponsor \$1,500.00

- ~named sponsor of AM java fest
- ~special media marketing via newspaper, radio, tv
- ~ placement of logo on website w/link to your site
 - ~ host sponsor recognition via attendees

Silver Sponsor \$1K

- [taken as cash or merchandise or gc's]
- ~ logo on sponsor page of website w/link to site
 - ~ small logo on media print/poster
 - ~ small logo on jersey or bibs
 - ~ small logo on tech-t's
 - ~ small banner logo

SeraFesta Sponsor \$750.00

- ~named sponsor of post bbq PM fest
- ~special media marketing via newspaper, radio, tv
- ~ placement of logo on website w/link to your site
 - ~ host sponsor recognition via attendees

Bronze Sponsor \$500.00

- [taken as cash or merchandise or gc's]
- ~ logo on sponsor page of website w/like to site

Event Contributor \$250.00

- [taken as cash or merchandise or gc's]
- ~ name on sponsor page

Event Expo Exhibitor \$250.00

[10'x10' booth rental]

Thursday Night GiroPreFesta Expo \$250.00

[10'x10' booth rental]

Friday Night Event Kit Pick-Up Expo \$250.00

[10'x10' booth rental]

Item Requirements List

Silent Auction

[retail value of \$5K or less]

~ bike, frame, wheels, shoes, helmets, travel bag, trainer, pedals, bar/stem, kit, hrm, gc's

Live Auction

[retail value of \$3K or less]

~ bike, frame, wheels, shoes, helmets, travel bag, trainer, pedals, bar/stem, kit, hrm, gc's

Draw Prizes

[retail value of \$1K or less]

~ helmet, saddle, shoes, pedals, jersey, bibs, glasses, tires, pump, computer, hrm, gc's

Rider Bag Items

[retail value of \$25.00 or less]

~ lube, tube, levers, bags, CO2, lights, cages, tape, gc's

Tech Support

~ technician for start/finish

~ roving tech support

~ tech for 5 rest stops

Event Exposure for Sponsors

~ television exposure of event details

~ radio spots for event

~ newspaper

~ specialty national magazines [Pedal, CanadianCycling, Bicycling]

~ local print media and specialty magazines

~ distribution of print media to local retailers [coffee shops, grocery stores, bars/cafes]

~ postings in cycling shops

~ cycling newsletters/blogs across Ontario/Quebec

~ Facebook

~ email circulation to 10,000+

~ exposure in hotels for event