

Tour de
FORTS
Classic



***SPONSORSHIP
INFORMATION
PACKAGE***

TO GET STARTED, CONTACT:

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WHAT IS TOUR de FORTS CLASSIC®?



*Celebrating our 26th year of quality, safe cycling
tours in NE Florida*

LOCATION: St. Augustine High School, St. Augustine, FL

DATE: Sunday, April 30th

OFFICIAL WEBSITE: www.Registertdf.com

NUMBER OF PARTICIPANTS: 1,000

EVENT DESCRIPTION: The North Florida Bicycle Club is hosting the 26th Annual Tour de FORTS Classic®. This event is one of Florida's First Coast favorites. All levels of cyclists choose from one of five tours. Leaving from St. Augustine High School, cycling over the Bridge of Lions and following a 25, 37, 56, 70 or 100 mile route, hundreds of cyclists will enjoy scenery from St. Augustine to Fort Matanzas, taking in the beautiful Intracoastal Waterway, Scenic A1A and the St. Johns River. There are nine fully staffed rest stops. Cyclists refuel and rehydrate while local bike shops do repairs for a safe ride. Following the ride, participants will be treated to lunch.

EVENT MARKETING PLAN: Being the 26th Annual Tour, the North Florida Bicycle Club has an excellent reputation for producing a superior cycling event. Many cyclists return year after year. To attract new participants the event is partnering with CAAM Events and is part of the CAAM Tour Series. Email announcements will be sent to over 7,000 cyclists who have participated in past North Florida Bicycle Club events. Flyers will be placed in local bike shops. A press release will be sent to media contacts in St. Johns, Duval, Clay, Nassau and Flagler Counties. St. Augustine, Ponte Vedra, & The Beaches Visitors and Convention Bureau will promote this event on their website.

WHY SPONSOR CYCLING?



A FAST GROWING SPORT:

- One of the most popular and fastest growing sports in the USA
- The second most popular recreational activity in the world
- There are more cyclists in the US than skiers, golfers and tennis players combined

A LARGE TARGET MARKET:

- 90 million cyclists & enthusiasts in the U.S.
- Six million bicycle commuters in U.S.
- 250,000 competitive adult cyclists in U.S.
- One in every three Americans owns a bike

A PROFESSIONAL, EDUCATED AUDIENCE:

- 63% are professional managers
- 90% have attended college
- 39% have postgraduate degrees

WHY THE TOUR de FORTS CLASSIC®?

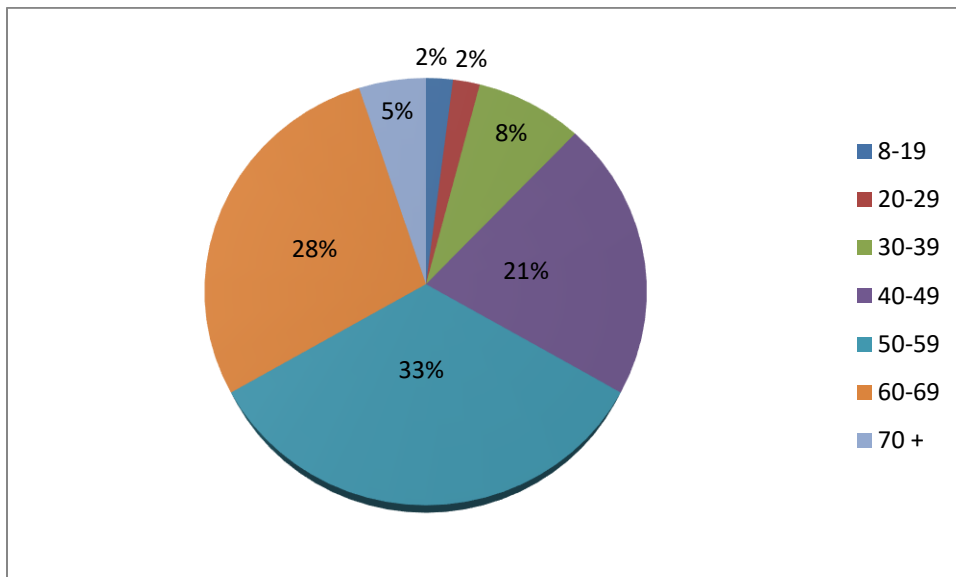
Our sponsors will receive pre-event, day of event and post event exposure. Cyclists will have an opportunity to visit and stay in St. Johns County for the event. The Tour de FORTS Classic® is one of North Florida Bicycle Club's fund raising events. The charity of choice for this event is their own 501c3, "Pedaling for Safety Campaign." Loyal consumers, healthy living and endurance sports all come together for this event. Sponsorship funds help defray the cost of the event so more money can be donated to "Pedaling for Safety."



AGE & GENDER DISTRIBUTION:



At similar events in this area, riders from all stages of life and cycling expertise, participate from 8 to 80 years old.



Anticipated Age of Anticipated Cyclists

The national average age of cyclists is 25-54.

30% of Tour de FORTS Classic® participants are female

www.NFBC.us & www.Registertdf.com



Add Me To Your Mailing List
Member Login

Home Join NFBC! Club Info Ride Calendars Let's Ride/Maps Wheelspeak / Forums Advocacy/Safety Community Help

North Florida Bicycle Club

Your source for all the latest and up to date information on NFBC news, rides, and events. We welcome riders of all skill levels and have scheduled rides to cover all abilities.

Upcoming Events & Sunday Club Rides

1/15/2017	8:30AM Boney Road Ride A/B 48 or 67
1/15/2017	2PM Tour de Parks Ride C/S 20 miles (No Drop Social Ride)

Sign up for the 2017 Tour de FORTS Classic @ now! Members click here to get your Member Promo

Tour de FORTS Classic[®] is a CAAM (Cycling Across America) Series event. With the exposure from professional event marketing Tour de FORTS Classic[®] is sure to attract cyclists from all over NE Florida and beyond. Easy and efficient registration, safe and scenic routes and friendly and informative websites make Tour de FORTS Classic[®] preferred event among cyclists.

Subscribe Today! Click Here

CAAMEVENTS Home CAAM Tour Series Florida Find Events by State Add Your Event

Tour de FORTS Classic

WHEN: April 30, 2017 @ 7:30 am

WHERE: St. Augustine High School - 3205 Varella Ave, St Augustine, FL 32084, USA

CONTACT: Event website

CAAM TOUR SERIES

- FLORIDA
- CAAM Tour Series North
- St. Johns County

Calendar Tickets Add to Calendar

PERKS PACKAGE MEMBERS

SAVE 10%

ON CAAM TOUR SERIES REGISTRATION FEES

WWW.CAAMPERKSPACKAGE.COM

Tour de FORTS Classic

A CAAM Tour Series Event

Date: Sunday, April 30, 2017

CAAM Tour Series
Categories Tags

PRESENTING SPONSOR



Our top-level sponsorship, the Presenting Sponsor, is an exclusive sponsorship that enables your company name to be co-branded with the Tour de Forts Classic® cycling event. Only one company may hold this sponsorship level. Companies interested in the Presenting Sponsor designation must submit their application by March 1, 2017. Presenting Sponsor will be chosen by highest bid. In the event of multiple bids at the same level, Presenting Sponsor will be based on earliest bid received.

PRESENTING SPONSOR BENEFITS:

\$3,000 cash only

Designation as presenting sponsor of the Tour de Forts Classic®. Company name to be co-branded with the Tour de Forts Classic®.

- 6 complimentary event entries
- Logo with link to your website on scrolling banner on North Florida Bicycle Club website
- Top billing of logo on Official Tour de Forts Classic® jersey and t-shirt and other memorabilia
- Company name and logo recognition as Presenting Sponsor on all printed advertising material for the event
- Prominent acknowledgement in all media and press releases, promotions, advertisements (print, radio, internet)
- Display company banner (must be provided by company)
- Recognition in announcements during the events
- Product and/or literature to be included in goodie bags given to approximately 1,000 participants
- Prominent logo on Tyvek® bibs
- Presenting Sponsor has the first opportunity to renew in 2018.



YELLOW JERSEY SPONSOR



YELLOW JERSEY SPONSOR BENEFITS: **\$2,000** cash or in-kind services

Designation as Yellow Jersey sponsor of the Tour de Forts Classic®. Company name to be co-branded with the Tour de Forts Classic® cycling event

- 6 complimentary event entries
- Your logo with link to your website on scrolling banner on North Florida Bicycle Club website
- Placement of logo on Official Tour de Forts Classic® jersey and tee shirt
- Company name and logo recognition as Yellow Jersey Sponsor on all printed adverting material
- Display company banner (must be provided by company)
- Recognition in announcements during the events
- Product and/or literature to be included in goodie bags given to approximately 1,000 participants (materials must be provided by company)
- Logo on Tyvek® bibs



GOLD SPONSOR

GOLD SPONSOR BENEFITS:

\$1,500 cash or in-kind services

- 4 complimentary event entries
- Logo with link to your website on scrolling banner on North Florida Bicycle Club website
- Logo on event t-shirt
- Display company banner (must be provided by company)
- Recognition in announcements during the events
- Product and/or literature to be included in goodie bags



SILVER SPONSOR

SILVER SPONSOR BENEFITS:

\$1,000 cash or in-kind services

- 2 complimentary event entries
- Logo with link to your website on scrolling banner on North Florida Bicycle Club website
- Logo on event t-shirt
- Display company banner (must be provided by company)
- Recognition in announcements during the events
- Product and/or literature to be included in goodie bags



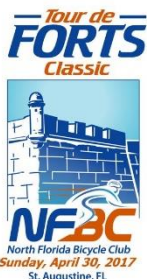
BRONZE SPONSOR

BRONZE SPONSOR BENEFITS:

\$500 cash or in-kind services

- 2 complimentary event entries
- Logo with link to your website on scrolling banner on North Florida Bicycle Club website
- Logo on event t-shirt
- Display company banner (must be provided by company)
- Recognition in announcements during the events
- Product and/or literature to be included in goodie bags





Tour de Forts Classic®

April 30, 2017

Sponsorship Agreement

We are happy to be a sponsor of the Tour de Forts Classic®. Please accept the enclosed check for the level of sponsorship and benefits indicated below.

_____ Presenting Sponsor	\$ 3,000
_____ Yellow Jersey Sponsor	\$ 2,000
_____ Gold Sponsor	\$ 1,500
_____ Silver Sponsor	\$ 1,000
_____ Bronze Sponsor	\$ 500

Here is the contact information for our company.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

E-mail address: _____

We rely on your support in order to make this event a success. Please send this Sponsorship Agreement with your check payable to North Florida Bicycle Club to Yassert Gonzalez, Treasurer NFBC, 193 Deltona Boulevard, Saint Augustine, FL 32086. To ensure maximum promotional exposure please ensure sponsorship agreement and logo are submitted early. Those received after March 1st may not be included on marketing materials and/or t-shirts due to production schedules. Email logos to kimcarney@cfl.rr.com.

Company representative

North Florida Bicycle Club Representative

Date

Date

Thank you for supporting the North Florida Bicycle Club and the 2017 Tour de Forts Classic®