



# Tour d'Organics

## 2017 Sponsorship Package

### Sponsorship Brief

The 12th Annual 2017 Tour d'Organics Bicycle Ride will be held on Sunday, August 13th. Envisioned and created by Bradley Saul of Organic Athletes, and then nurtured and developed by the Sebastopol Community Cultural Center (SCCC), this is a ride with magical moments through a world-class cycling destination: Sonoma County. It's all about building a community, about coming together for an experience that matters. It's about exploring places you don't normally get to see and tasting the absolute freshest organic foods along the way. Tour d'Organics is your insider's pass to Sonoma County!

Tour d'Organics sold out last year, and is a west county cycling event not to be missed! Unlike other rides, the ride food we offer is organic, fresh, and locally sourced. The Tour d'Organics offers an educational experience, fueling your athletic pursuits in a way that is healthy for you and the planet.

All routes start and end at the Sebastopol Community Cultural Center, and wind through the stunning, west Sonoma County countryside. Choose from an easy-peasy 16-mile Family Fun ride, a breezy 30-mile Coaster, a Metric Century Explorer and a solid 100-miler called The Full Bounty. The Tour d'Organics gives you VIP access to some amazing organic finds in Sonoma County. Savor organic fruit and produce in this destination bicycling event.



The Tour d'Organics attracts 800+ riders each year. Making it happen are 100 volunteers, including bike support groups such as Bike Monkey and local service clubs, such as the Kiwanis Club. The organic farms on the ride have included The French Garden Farm, Golden Nectar Farm, Gabriel Farm, Three Ox Farm, Ridgeview Farms, Dry Creek Peach, Middleton Farm, and Traditional Medicinals.

This is a fundraiser for The Sebastopol Community Cultural Center, which serves the recreational, enrichment, and entertainment needs of West Sonoma County. One example of the services we offer is this wonderful bicycle ride. But this is just one small piece of what we do. We also offer a variety of classes year-round (dog training, gymnastics, dance, yoga, CPR, etc – a total of 80+ currently). We also make our facilities available for memorials, fundraisers, birthdays, and just about any other sort of community gathering imaginable. We have an array of music and entertainment events we sponsor ourselves. We have anywhere from 600 to 2000 people coming through our doors each week. Our facilities are used seven days a week, from morning into the evening. Of course, as is the case with all nonprofits, we struggle each year to raise sufficient funds to serve our community. Your sponsorship of this ride will help us do what we've always done: Deliver the high quality services that West Sonoma County has come to expect from us.

Thank you for supporting this truly wonderful West Sonoma County event!



Contact: Diana Rich • [diana@seb.org](mailto:diana@seb.org) • 707-479-1717  
390 Morris Street, Sebastopol, CA 95472 • [www.tourdorganics.com](http://www.tourdorganics.com)  
Office: 707-823-1511 • Fax: 707-823-2549

## Sponsorship Levels

In order for this event to be a successful fundraiser for The Sebastopol Community Cultural Center, we need sponsors. Below is a list of benefits offered to sponsors of the Tour d'Organics.

### **LEAD SPONSOR** **\$5000+ Contribution** **(1 available)**

- Lead Sponsor status
- Your logo on event materials
- Your logo and web link on the ride event website
- Prominent booth space at start/finish
- Your company signage or banner prominently displayed at start/finish

### **SUPPORTING SPONSOR\*\*** **\$1000 Contribution** **(3 available)**

- Supporting Sponsor status
  - Your logo on event materials
  - Your logo and web link on the ride event website
  - Booth space at start/finish
  - Your company recognized on signage in the Main Hall
  - Courtesy registration for two riders
- \*\*OR provide 12 volunteers and be considered a Supporting Sponsor

### **REST STOP SPONSOR\*\*** **\$500 or Staff The Stop!** **(6 available)**

- Rest Stop Sponsor status
  - Your company name on all event materials
  - Your logo and web link on the ride event website
  - Your company signage or banner at your rest stop
- \*\* By contributing \$500 or by staffing the rest stop with 6-8 volunteers, your organization will be a Rest Stop Sponsor.

### **IN-KIND SPONSOR** **Organic Farms & Bike Shops (6 available)**

- In-Kind Sponsor status
  - Your company name on all event materials
  - Your logo and web link on the ride event website
  - Your company signage or banner at your rest stop
- These sponsorship benefits are our way of thanking our contributing organic farms and bike shops.

## Marketing Materials

The details below are provided to give you an idea of our outreach efforts on behalf of our Tour d'Organics sponsors.

### **PRINT MATERIALS**

- 10,000 Guides containing ride ad mailed to Northern California households
- 300 Rack Cards distributed to Sonoma County and Bay Area bike shops and businesses and other bike races
- 50 + Posters distributed to Sonoma County and Bay Area bike shops and businesses

### **ARTWORK SUBMISSION**

Please e-mail artwork in a .jpg or .tif file (color and black & white)

### **PRINT ADVERTISING**

- 25,000 Circulations: Bohemian "Best of" & Cycling Issues.
- 32,000 Circulation: Cycle California Magazine.
- SCCC Activity Guide - 9,000 mailings

### **DIGITAL ADVERTISING**

- 90,000 visitors to www.seb.org in 2016.
- tourdorganics.com website
- 10,000 email addresses in email database
- Social Media sites



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# Demographics for Last Year's Ride

## BASIC DEMOGRAPHICS

- 804 Total Riders
- Female Riders 52%
- Male Riders 48%

## RIDER AGE BREAKDOWN

- Ages 18 – 29 4%
- Ages 30 – 39 12%
- Ages 40 – 49 17%
- Ages 50 – 59 30%
- Ages 60 + 28%
- Minors 4%
- Not Specified 5%

## RIDE BREAKDOWN

- 16 Mile - 15%
- 30 Mile - 29%
- Metric Century - 41%
- 100 Mile - 15%

## REGISTRATION RESULTS

- 99% Web Registration
- 1% Day of Ride

## COMMUNITIES

- 9.3% Sebastopol
- 25.7% Sonoma County
- 48% Bay Area
- 8.8% Other CA
- 3.9% Out of State

# Sponsorship Form

## SPONSORSHIP QUESTIONS

Diana Rich, Executive Director  
Sebastopol Community Cultural Center  
707-479-1717 or [diana@seb.org](mailto:diana@seb.org)

## SPONSORSHIP PLEDGE

To pledge your support, please fax this form to  
707-823-2549 or mail to:  
Sebastopol Community Cultural Center  
390 Morris Street  
Sebastopol, CA 95472

## REFUND POLICY

Pledges are considered final commitment for payment. Refunds for pledges or payments will not be issued.

Thank you for your generous support of the 2017 Tour d'Organics.

To learn more about the ride, visit us at:  
[www.tourdorganics.com](http://www.tourdorganics.com)

## SPONSOR PARTICIPATION LEVEL

Please select your level below. Be sure to submit your pledge early in order to secure your listing.

### LEVELS:

- Lead Sponsor \$5000
- Supporting Sponsor \$1000
- Rest Stop Sponsor \$500

## COMPANY INFORMATION

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Primary Contact

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Title

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Company Name

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Address

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City, State, Zip

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Phone Number

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Email & Website

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Signature Authorizing Pledge