

SPONSORSHIP
APPLICATION



letourdefemme.org

October 8, 2022

A Women-only Ride Benefiting



About le Tour de Femme

Grab My Wheel, the 501c3 organization that hosts **le Tour de Femme**, invites you to help – and inspire – others. Over the last 16 years, le Tour de Femme has become the premier women-only cycling event in the Southeast. With the support of sponsors, volunteers, participants and donors, we make a difference in many lives.

On behalf of the local riders and patients, those fighting cancer across the nation and those who battle cancer here at home, we thank you for considering sponsorship. We look forward to the opportunity to work with you for the 2022 ride.

Here's a brief overview of the event through the years and our accomplishments.

In October 2006, during Breast Cancer Awareness Month, Grab My Wheel initiated the inaugural **le Tour de Femme** in Cary, N.C., with 70 female riders from across North Carolina, and one rider from South Carolina. The riders' skill levels ranged from those making their first attempt at a 30-mile ride and a rider who underwent chemotherapy the morning of the ride to a professional cyclist coming off an international racing season. When we established le Tour de Femme, we set very ambitious fundraising goals. In a matter of three short months, through corporate sponsorship, personal donations, entry fees and the fundraising efforts of our riders, we achieved our goal. The ride beneficiaries were two very worthy cancer-related causes – one local, one national. We proudly divided the proceeds between the Lance Armstrong Foundation and the Angel Fund of UNC Rex Hospital.

In 2016, we evolved our beneficiaries in response to rider input to keep funds raised in our community and to further align with our mission. Funds from le Tour de Femme are now shared between the Angel Fund of UNC Rex Hospital and the Kay Yow Cancer Fund. To date we have donated more than \$775,000.00 to support cancer programs.

About The Angel Fund of UNC REX Healthcare

The Angel Fund is a special fund designed to serve those individuals with unique financial needs as they cope with the hardships associated with their cancer treatment. The goal of this program includes increased access to treatment related needs and improved quality of life.



About The Kay Yow Cancer Fund



The Kay Yow Cancer Fund was officially founded on December 3, 2007, from the vision of the organization's namesake, Kay Yow, former NC State University head women's basketball coach. Coach Yow was first diagnosed with breast cancer in 1987 before succumbing to the disease on January 24, 2009. The Kay Yow Cancer Fund is committed to being part of finding an answer in the fight against ALL women's cancers through raising money for scientific research, assisting the underserved and unifying people for a common cause. To date, the Kay Yow Cancer Fund has awarded \$7.53 million in the fight against women's cancers.

For more information or to donate, please visit KayYow.com.

Our Mission

The mission of our ride is twofold:

1. Raise community awareness and funding for cancer research and survivorship programs designed to improve the lives of those living with cancer.
2. Encourage women through cycling.

In support of our mission, Grab My Wheel will host its annual women-only cycling event **le Tour de Femme** on October 8, 2022, in North Carolina. le Tour de Femme is a 100 percent volunteer-run event consisting of:

- Ladies' night the Friday before the event for packet pick up and ride preparation.
- A raffle.
- Women-only bicycle ride with multiple routes.
- Post-ride celebration including food and drinks.

The ride allows female cyclists of all skill levels to participate in a ride of one of three lengths – choosing either a 15-mile, 31.2-mile or 62.4-mile route. The post-ride celebration allows our participants to celebrate their accomplishments with other riders, their families and friends, and the event sponsors while enjoying post-race refreshments.

Our goal is to donate \$75,000 total to the Angel Fund of UNC Rex Hospital and the Kay Yow Cancer Fund while encouraging more women to explore and enjoy cycling.

Ride Format

The ride consists of three fully supported routes allowing women of all skill levels to participate.

To help encourage new riders, Grab My Wheel hosts weekly Wednesday night training rides in North Carolina starting in April and leading up to the event. In addition, many of our fantastic bike shop sponsors also host training rides throughout the year. For more information, visit letourdefemme.org.

Who Rides le Tour de Femme?

Our event offers sponsors the opportunity to communicate and interact with a diverse group of women of all ages and from many communities.

Riders range in age from 7- to over 70-years-old. In 2009, we introduced the “mother/daughter loop” that is specifically for newer riders, which opened up the event to even more women.

The vast majority of our riders (typically around 90 percent) live in North Carolina. Of those, the largest percentage of our riders live in the Triangle and surrounding areas. There is also a strong rider presence from the coast.

The remaining riders come from all over the country. And each year, the number of out of state participants has steadily increased.

Corporate Sponsorship Opportunities

Listed below are the sponsorship opportunities for Le Tour de Femme. For information or questions about becoming a sponsor, please contact us at info@letourdefemme.org. We look forward to discussing sponsorships with you and customizing, as needed, to best meet your goals and ours.

Exclusive Title \$25,000	Shared Title \$15,000	Pink Carbon \$10,000	Blue Carbon \$5,000	Platinum \$2,500	Gold \$1,500	Silver \$1,000	Bronze \$500
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EXCLUSIVE RECOGNITION

Company included in event title as presenting sponsor	Exclusively	With one additional sponsor						
Sponsorship industry exclusivity		At the same level						

MEDIA EXPOSURE

Company name associated with event name in media campaign (radio, TV, print)								
Sponsor name included in pre-and post-event press releases (with quote from sponsor)								
Company logo placed on ceremonial check presented to beneficiaries								

RIDER JERSEY RECOGNITION

Sponsor logo on front								
Sponsor logo on sleeve								
Sponsor logo on full center pocket								
Sponsor logo on half of right or left pocket								
Sponsor logo on quarter of right or left pocket								

Exclusive Title	Shared Title	Pink Carbon	Blue Carbon	Platinum	Gold	Silver	Bronze
\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000	\$500

EVENT-DAY BENEFITS

Space in sponsor area to display/distribute materials								
Sponsorship recognition at the start of the ride								
Logo displayed on start/finish line banner	X-large	X-large	Large	Large	Large	Medium	Medium	Small

BRAND EXPOSURE (Benefits subject to meeting production deadlines. Specifics to be shared upon sponsorship confirmation.*)

Sponsor logo on "survivor" rider numbers								
Sponsor logo on rider numbers								
Sponsor logo and link to website included on rider email communications								
Opportunity to include promotional flyer or other giveaway in registration packets**								
Sponsor logo on event webpage	Profile page X-Large	Profile page X-Large	Large	Large	Large	Medium	Medium	Small
Sponsor logo on event t-shirts	Extra Large	Extra Large	Large	Large	Large	Medium	Medium	Small

OTHER BENEFITS

Free rider pass(es)	8	8	6	4	4	2	2	1
Permission to use le Tour de Femme logo on web and print materials (with approval from LTDF)								

*Sponsor must provide vector image of logo to info@letourdefemme.org within two weeks of confirming sponsorship. To be included on jersey, logo is due by June 15, and to be included on t-shirt, logo is due by August 15.

**Quantity TBD but typically about 300. Due date: Two weeks prior to the event.

Bike Shop Sponsorship Opportunities

We are so very grateful to the bike shops that share in our mission – especially to empower more women through cycling. Listed below are the sponsorship opportunities specific to bike shops for le Tour de Femme.

For information or questions about becoming a sponsor, please contact us at info@letourdefemme.org. We look forward to discussing sponsorships with you and customizing, as needed, to best meet your goals and ours.

Gran Fondo	Stage Race	In-Kind Donation
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BENEFITS (Subject to meeting production deadlines. Specifics to be shared upon sponsorship confirmation.*)

Recognition with logo on event webpage	Full page pop-out with large logo	Medium Logo	Small Logo
Opportunity to include promotional flyer or other giveaway in registration packets**			
Facebook mentions about sponsorship or related content	Up to one post per month (10 total posts)	Two total posts prior to event	One post prior to event
Sponsorship recognition at the start of the ride			
Opportunity to share bike shop promotions related to the event in emails to event participants			
Event-day space in sponsor area to display/distribute materials			
Sponsor logo on event t-shirts	Medium	Small	
Sponsor logo added to start/finish line banner	Medium	Small	

*Sponsor must provide vector image of logo to info@letourdefemme.org within two weeks of confirming sponsorship. To be included on jersey, logo is due by June 15, and to be included on t-shirt, logo is due by August 15.

**Quantity TBD but typically about 300. Due date: Two weeks prior to the event.

Gran Fondo	Stage Race	In-Kind Donation
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REQUIREMENTS

Cash Donation	\$1,000 or more donation	\$500 or more donation	Optional
Display registration brochures or event poster in store			
4 or more options***	Priority choice of available event mechanical support options		
3 or more options***			
2 or more options***			

*****Please choose from the options below**

- Provide mechanical or SAG support at start/finish, on route or at a rest stop day of the event.
- Donate a bicycle, raffle item and/or gift certificate to be used as event fundraising incentive or raffle.
- Offer a free bike inspection to registered riders who bring in LTDF coupon. (Coupon with bike shop information will be emailed to rider registration list.)
- Host le Tour de Femme event at bike shop leading up to the ride.
- Donate bike support materials for the day of the event (tubes, etc.).
- Distribute event information to shop mailing list and/or post about event on social media to encourage registration.
- Initiate a LTDF bike shop team.
- Other support bike shop will offer: _____

Supporting Organizations

Supporting organizations can assist the event by donating items needed to support the event through in-kind donations, sponsorship, volunteering or event promotion.

Some examples include:

- Offering discounted registration rates to groups in exchange for event cross-promotion.
- Social media cross-promotion.
- Cross-promotion through email.

In short, we want to get more women on bikes and raise money for those fighting cancer. If you have a suggestion for how we can work with your organization to achieve this goal, let's talk!

SAG (Rest) Stop Support (3 spots available)

Support the riders on the course by funding food and drinks provided at the sag stop. Promote your company and provide volunteers, as interested, at the sag stop.

Media Sponsors

Media Sponsors help us gain visibility by creating positive publicity and heightened awareness of our mission. Through electronic, print or broadcasting outlets, Media Sponsors have the unique advantage of exposure to a wide demographic of consumers.

In-Kind Donations


le Tour de Femme In-Kind sponsorships are available for companies offering products or services in exchange for sponsorship benefits at one half the cash value. Companies will provide le Tour de Femme with a fair market estimated value of in-kind donations. Opportunities include:


- | | |
|-------------------------------|-------------------------|
| • Advertising | • Food and Beverages |
| • Lodging | • VIP Tent Sponsorships |
| • Silent auction/raffle items | • Entertainment |
| • Fundraising incentives | • Signage |
| • Awards | • Technical Support |

Le tour de femme


Event Sponsorship

 Exclusive Title
\$25,000

 Shared Title
\$15,000


 Pink Carbon
\$10,000

 Blue Carbon
\$5,000

 Platinum
\$2,500


 Gold
\$1,500


 Silver
\$1,000

 In-Kind
Donations such as giveaways, food or services

Bike Shop Sponsorship

 Gran Fondo
\$1,000

 Stage Race
\$500

 In-Kind
Donations such as giveaways, food or services

Organization name _____

Contact name _____

President/CEO name _____

Mailing address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Website _____



Please complete the sponsorship form
and mail to

Grab My Wheel
c/o Ron Hamner
2305 Silent Stream Court
Raleigh, NC 27607

www.grabmywheel.org
in the fight against cancer, no one rides alone

Sponsorship commitment due by September 1.

Tax ID: 20-5615564.