



Cycling for Change

Missouri 2012

Sponsorship Levels

Victory Sponsor—\$10,000

- Premier logo on C4C trailer (primary traveling vehicle with the team)
- Premier logo placement in all local promotions
- Opportunity for custom benefits that promote your brand and corporate giving objectives
- Logo on souvenir and promotional products
- Logo and company link on C4C website, Facebook and other new media outlets
- Victory sponsorship signage at all C4C events including kick-off, service day in Joplin, ending celebration, etc.
- Recognition in press releases sent to all appropriate media
- Logo and company name on all C4C banners and advertisements
- Endorsement banners at the start and finish of the cycling event
- Logo on C4C t-shirts

Yellow Jersey Sponsor—\$9,999-\$7,500

- Prominent logo on a C4C trailer
- Prominent logo placement in local promotions
- Logo on souvenir and promotional products
- Logo and company link on C4C website, Facebook and other new media outlets
- Yellow jersey sponsorship signage at all C4C events including kick-off, service day in Joplin, ending celebration, etc.
- Recognition in press releases sent to all appropriate media
- Logo and company name on all C4C banners and advertisements
- Logo on C4C t-shirts



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Breakaway Sponsor—\$7,499-\$5,000

- Prime logo on a C4C trailer
- Logo on C4C t-shirts
- Logo and company link on C4C website, Facebook and other new media outlets
- Breakaway sponsorship signage at all C4C events
- Logo and company name on all C4C banners and advertisements

Peloton Sponsor—\$4,999-\$2,500

- Logo on C4C t-shirts
- Logo and company link on C4C website, Facebook and other new media outlets
- Peloton sponsorship signage at all C4C events

Team Sponsor—\$2,499-\$1,000

- Logo on C4C t-shirts
- Logo and company link on C4C website, Facebook and other new media outlets
- Team sponsorship signage at all C4C events