

Route/Red Rider Sponsor



Benefits / Promotional Rights

- Right to sample/display on-site
- Right to serve on Local Tour Committee

Recognition in Publications, Collateral, Website, related to Market

- Sponsor Logo/ID in/on:
 - All participant route maps
 - Tour Newsletters – 2x per year
 - 5 route signs along the route

Display / Sampling / Surveying / Audience Access around Sponsored Property

- Insert in Goody Bag (approx. 1,300)
- Company banner displayed near Start/Finish area
- Company logo on back of Red Rider jerseys

Terms

- Contract Term – 1 year
- Promotional Time Frame – Three months prior to event

Commitment to American Diabetes Association:

- Distribution of Tour posters and brochures
- Best effort to organize team
- \$2,500

On Behalf of the 23.6 million Americans, thank you for supporting the American Diabetes Association and its special fundraising events. **Sponsorship dollars go to support our mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes.** For tax purposes, the American Diabetes Association Federal Tax ID number is 13-1623888.



Cure • Care • Commitment®

Thank You