

# TOUR<sup>27<sup>th</sup> Annual</sup> de Braz

## Recommended Ride

The **Tour de Braz** is a **Recommended Bike Ride** hosted by Alvin Convention and Visitors Bureau. The event kicks off at the Alvin Community College Sunday, April 5, 2020, and this is the 27th year the ride has been in existence. Tour de Braz is expecting up to 1,000 riders and all profits will benefit the Alvin Volunteer Fire Department.

As a community event, the invitation extends to you for participation as a ride sponsor or by an In-Kind donor. Sponsors at all levels will have the opportunity to register riders in the Tour de Braz Bike Ride free of charge. Sponsorship benefits vary by level.

### **Title Sponsor \$10,000**

- Exclusive and Co-Presenter for the Ride
- 25 individual riders registered free of charge
- Extensive advertising with wide-ranging exposure and visibility
- Company name/logo featured at the top of all print and digital advertising
- Such as: flyers, magazines, banners, websites, registration, email blasts etc.
- Company name/logo in large print next to Visit Alvin on ride participant shirts
- Company name/logo featured in all public relation releases
- Company name/logo on all rider registration bags received during packet pick-up
- On-site signage at all pre-ride events and ride day
- Sticker with company name and logo on all bike signs along all routes
- Opportunity to have booth at registration and post-event ride party
- Opportunity for time on stage before the ride to give a public address to all riders

### **Platinum Sponsor \$1,750**

- Company name/logo in medium print on ride participant shirts
- Opportunity to have booth at event and promote products or services
- 15 individual riders registered free of charge
- Company name/medium logo on Tour de Braz website
- Company name on rider registration site "Active.com"
- Company name/logo on Eblast sent to all previous participants
- Company Logo in City Newsletter, mailed to approximately 7,000 Alvin residents
- Day of Recognition

### **Gold Sponsor \$750**

- Company name/logo in small print on ride participant shirts
- Opportunity to have booth at event and promote products or services
- 10 individual riders registered free of charge
- Company name/small logo on Tour de Braz website
- Company name on Eblast sent to all previous participants
- Company Logo in City Newsletter, mailed to approximately 7,000 Alvin residents
- Day of Recognition

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## **Silver Sponsor \$500**

Company name on ride participant shirts  
5 individual riders registered free of charge  
Company name on Tour de Braz website  
Company name on Eblast sent to all previous participants  
Company Logo in City Newsletter, mailed to approximately 7,000 Alvin residents  
Day of Recognition

## **In-Kind Sponsorships Available**

The value of in-kind donations and good donations will be estimated.  
Sponsors will be recognized at the corresponding level of donation.

*Custom levels of sponsorship available upon request and based off consideration and approval from the Tour de Braz Committee.*

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### Level of sponsorship (please check appropriate line):

\_\_\_\_ Platinum Sponsor                      \$1750

\_\_\_\_ Gold Sponsor                              \$750

\_\_\_\_ Silver Sponsor                            \$500

\_\_\_\_ In-Kind Sponsor

### Sponsor Information

Company Name/Organization Name: \_\_\_\_\_

Contact Name (Please Print) \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address:

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website URL: (Link for promotion on website)

Form and full payment are due by March 15, 2018. Please make checks payable to "City of Alvin" and mail to:

**City of Alvin**  
216 W. Sealy  
Alvin, TX 77511

Thank you for your consideration.

For questions, please contact:

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