

9 DISTINCT PROMOTION CHANNELS		BRONZE - \$500	SILVER - \$1,000	GOLD - \$2,000	TITLE - \$3,000 +
1	EVENT WEBSITE TOURDEDUNDAS.CA 17.3K SITE VISITS IN 2024	LOGO PLACEMENT	PROMINENT LOGO PLACEMENT	LARGE FEATURE LOGO PLACEMENT	NEGOTIABLE
2	REGISTRATION WEBSITE VIA RACEROSTER.COM 400+ REGISTRATIONS	AVAILABLE AT SILVER LEVEL	LOGO PLACEMENT	PROMINENT LOGO PLACEMENT	
3	SOCIAL MEDIA PROMOTION · FACEBOOK (420 FOLLOWERS) · INSTAGRAM (1116 FOLLOWERS)	1 SHARED SOCIAL MEDIA POST FOR YOUR BUSINESS	1 SHARED SOCIAL MEDIA POST FOR YOUR BUSINESS	2 DEDICATED SOCIAL MEDIA POSTS AND 2 SOCIAL MEDIA STORIES FOR YOUR BUSINESS	
4	EMAIL MARKETING TO: · PAST & CURRENT PARTICIPANTS LIST · CYCLING CLUBS, ETC.	AVAILABLE AT GOLD LEVEL	AVAILABLE AT GOLD LEVEL	BUSINESS NAME LISTED ON EMAIL MARKETING COMMUNICATIONS	
5	PRINTED MARKETING: · POSTCARDS & POSTERS · MENUS & MAPS, ETC.	AVAILABLE AT GOLD LEVEL	AVAILABLE AT GOLD LEVEL	BUSINESS NAME LISTED ON PROMOTION MATERIALS	
6	MERCHANDISE & SWAG: · JERSEYS, SOCKS, ETC. · FUNDRAISING INCENTIVE GIFTS	AVAILABLE AT SILVER LEVEL	NEGOTIABLE	NEGOTIABLE	
7	DRIVING PARK PRESENCE ON EVENT DAY 400+ CYCLISTS & 1,000+ PARK VISITORS	SHARED LOGO DISPLAY	SHARED LOGO DISPLAY	PROMINENT LOGO DISPLAY	
8		AVAILABLE AT SILVER LEVEL	BOOTH SPACE (UP TO 100 SF)	BOOTH SPACE (UP TO 200 SF)	
9	RIDE REGISTRATIONS 400+ CYCLISTS	AVAILABLE AT SILVER LEVEL	1 RIDER ANY ROUTE	2 RIDERS ANY ROUTE	