



## SPONSORSHIP OPPORTUNITIES 2026

**Tour de Dundas** is a local community charity cycling event that you can get involved with, hosted by **The Rotary Club of Dundas**.

Going into our **fifth** year, we expect to have **400+** cyclists and **1000+** park visitors.

We provide our Sponsors with promotion through social media, on-site booths, website presence, merchandise, park presence and more.

In 2025, we experienced **45% growth** in website views during our peak sponsorship window and achieved a **33% increase** in social media followers—without operating as a year-round event. Based on this momentum, we anticipate a **further 15–20% increase** in reach and engagement for 2026.

Since 2023, **Taste of Dundas** has been an amazing addition to the cycling calendar; both events have led to great success for the Dundas community.



To be a **Sponsor**, please visit [touredundas.ca/sponsorships](https://touredundas.ca/sponsorships)



## POSITIVE RESULTS

In 2025, we received help from **8 Sponsors**, **60 Volunteers**, and **21 local businesses**.

This support helped us ***make a difference*** for our beneficiaries.



In each of the past **three years**, we donated **\$10,000** each to both **Routes Youth Centre** and **Margaret's Place Hospice**.

## ABOUT OUR BENEFICIARIES

**Routes Youth Centre** is a free-of-charge drop in centre for youth. Routes offers a place to hangout and to navigate teen years.



**Margaret's Place** provides hospice care which encompasses sensitive and compassionate care that helps individuals to live their final days in dignity.

And Local Community Projects for the benefit of Dundas.



## HOW YOUR BRAND IS PROMOTED

### 1. EVENT WEBSITE — [TOURDEDUNDAS.CA](https://tourdedundas.ca)

- 20K website visits in 2025

### 2. REGISTRATION WEBSITE — [RACEROSTER.COM](https://raceroster.com)

- 400+ registrations

### 3. SOCIAL MEDIA PROMOTION

- FB & IG posts (2048 total followers)
- FB & IG views (183K total views)

### 4. EMAIL MARKETING

- Past & current participants list
- Past & current park attendees list

### 5. PRINTED MARKETING

- Posters, postcards, menus, maps, etc.

### 6. MERCHANDISE & SWAG

- Jerseys, socks, etc.
- Fundraising incentive gifts

### 7. & 8. EVENT DAY DRIVING PARK PRESENCE

- Shared logo displays and on-site visibility
- In-park booth space (Silver & Gold)
- 400+ cyclists and 1,000+ park visitors

### 9. COMPLEMENTARY REGISTRATIONS

- Connect and ride along with 400+ cyclists



## IN-KIND & ENTERTAINMENT

If your business sponsors the event in-kind, we will match the estimated dollar value to the closest sponsorship tier (Bronze–Gold).

Examples include:

- Rider fuel (snacks, drinks, coffee, meals, etc.)
- Route or event signage
- Entertainment or family activities

*Please inquire with us about in-kind or entertainment sponsorship opportunities.*





## SPONSORSHIP TIERS

### BRONZE - \$500

- Logo placement on [tourdedundas.ca](http://tourdedundas.ca)
- 1 shared social media post
- Shared logo display in the Driving Park

### SILVER - \$1,000

- Prominent logo placement on [tourdedundas.ca](http://tourdedundas.ca)
- Logo placement on Race Roster
- 1 shared social media post
- Merchandise inclusion is **negotiable**
- Shared logo display in the Driving Park
- Booth space (up to 100 sq. ft.) on event day
- 1 rider registration (any route)

### GOLD - \$2,000

- Featured logo placement on [tourdedundas.ca](http://tourdedundas.ca)
- Prominent logo placement on Race Roster
- 2 dedicated social media posts & 2 stories
- Business name listed in email & print marketing
- Merchandise inclusion is **negotiable**
- Prominent logo display in the Driving Park
- Booth space (up to 200 sq. ft.) on event day
- 2 rider registrations (any route)



## HELP US MAKE A DIFFERENCE

We love supporting the Dundas community and helping those in need. However, we can't do this alone.

Sponsor us to help make a *positive impact* with a great community event this September!



**EVENT DAY:**

**SUNDAY,  
SEPT. 27, 2026**



***To be a Sponsor, please contact us today!***



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[touredundas.ca](http://touredundas.ca)