



Sponsorship Opportunities Inaugural Texas Event - October 2016

Presented by The California Giant Foundation

The 2016 Tour de Fresh Texas is a 1-day, 100K cycling ride through North Texas, tentatively scheduled for Saturday, October 1st. This not-for-profit event is presented by [The California Giant Foundation](#) and aligns fresh produce industry growers, shippers, packers and vendors, family and friends of the industry, and local, Dallas/Fort Worth companies who are passionate about living and promoting healthy lifestyles. Proceeds will benefit the [Lets Move Salad Bars to Schools](#) campaign which, from 2014-2015, has received over \$300,000 in donations from Tour de Fresh.

Benefits of participation in the 2016 Tour de Fresh are three-fold:

- The event allows fresh produce industry and affiliated companies/organizations to demonstrate their passion for and commitment to living the healthy lives promoted through their products/services/missions.
- The Tour offers a months-long promotional opportunity for sponsors and riders that is focused in one of the largest consumer markets in the country.

- The **Let's Move Salad Bars to Schools** campaign will receive funding for dozens of salad bars to be placed in schools across the country with a goal of 10+.

There are two categories of sponsorships available:

- **TOUR SPONSORSHIPS** have been developed to allow companies/brands outside of the fresh produce industry to support the event - specifically with goods and services that will offset operational costs - in exchange for exposure across all Tour de Fresh marketing communications/platforms.
- **FRESH SPONSORSHIPS** are open to fresh produce industry members and affiliated companies/organizations. As the Tour de Fresh events grow and expand across the country, so will the exposure of and buzz about all sponsors, both within the industry and beyond.

TOUR SPONSORSHIPS:

OFFICIAL STARTING LINE SPONSOR - 5 Available - \$1,000

- One rider on the 2016 Tour de Fresh Texas Team
- Hyperlinked recognition on the www.tourdefresh.com homepage and on the official event page www.tourdefresh.com/texas
- Mentions in all press releases and media alerts leading up to the event (minimum of 3) – [The 2014 and 2015 Tours resulted in over 300 press mentions and features.](#)
- At least 3 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Recognition by emcee at the Starting Line Ceremony
- Inclusion on signage at the Starting Line Ceremony
- Opportunity to include product/promotional material in Official Tour de Fresh swag bags given to each rider
- Rights to use 2016 Tour de Fresh Texas sponsor badge on digital platforms (will hyperlink to www.tourdefresh.com) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Let's Move Salad Bars to Schools](#)
- Opportunity to provide prize for rider fundraising incentive program

~~SOLD~~ OFFICIAL BREAKFAST SPONSOR - 1 Available - \$1,000

- One rider on the 2016 Tour de Fresh Texas Team
- Opportunity to work with organizers to create a fully branded meal event (Sponsor will work with the Tour Nutritionist to develop menu; Sponsor will provide food and beverage for riders, sponsors and support staff – final count to be provided 2 weeks prior to the event)

- Hyperlinked recognition on the www.tourdefresh.com homepage and on the official event page www.tourdefresh.com/texas
- Mentions in all press releases and media alerts leading up to the event (minimum of 3) – [The 2014 and 2015 Tours resulted in over 300 press mentions and features.](#)
- At least 3 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Recognition by emcee at the Starting Line Ceremony
- Inclusion on signage at the Starting Line Ceremony
- Opportunity to include product/promotional material in Official Tour de Fresh swag bags given to each rider
- Rights to use 2016 Tour de Fresh Texas sponsor badge on digital platforms (will hyperlink to www.tourdefresh.com) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Let's Move Salad Bars to Schools](#)
- Opportunity to provide prize for rider fundraising incentive program

OFFICIAL NUTRITION STOP SPONSOR - 1 Available - \$2,500

- One rider on the 2016 Tour de Fresh Texas Team
- Opportunity to serve as Official “cheerleaders” of the 2016 Tour de Fresh Texas at any or all of the nutrition stops each day of the ride (4-6 stops total)
- Opportunity to work with organizers to create fully branded nutrition stops, including the menu (Sponsor will work with the Tour Nutritionist to develop menu; *the Tour will cover costs of snacks/beverages for the riders*)
- Hyperlinked recognition on the www.tourdefresh.com homepage and on the official event page www.tourdefresh.com/texas
- Mentions in all press releases and media alerts leading up to the event (minimum of 3) – [The 2014 and 2015 Tours resulted in over 300 press mentions and features.](#)
- At least 3 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Opportunity to include product/promotional material in Official Tour de Fresh swag bags given to each rider
- Rights to use 2016 Tour de Fresh Texas sponsor badge on digital platforms (will hyperlink to www.tourdefresh.com) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Let's Move Salad Bars to Schools](#)
- Opportunity to provide prize for rider fundraising incentive program

~~SOLD~~ OFFICIAL FINISH LINE SPONSOR - 1 Available - \$1,000

- One rider on the 2016 Tour de Fresh Texas Team
- Opportunity to work with organizers to create a fully branded meal event (Sponsor will work with the Tour Nutritionist to develop menu; Sponsor will provide food and beverage for riders, sponsors and support staff – final count to be provided 2 weeks prior to the event)

- Hyperlinked recognition on the www.tourdefresh.com homepage and on the official event page www.tourdefresh.com/texas
- Mentions in all press releases and media alerts leading up to the event (minimum of 3) – [The 2014 and 2015 Tours resulted in over 300 press mentions and features.](#)
- At least 3 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Recognition by emcee at the Finish Line Ceremony
- Inclusion on signage at the Finish Line Ceremony
- Opportunity to include product/promotional material in Official Tour de Fresh swag bags given to each rider
- Rights to use 2016 Tour de Fresh Texas sponsor badge on digital platforms (will hyperlink to www.tourdefresh.com) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Let's Move Salad Bars to Schools](#)
- Opportunity to provide prize for rider fundraising incentive program

OFFICIAL BIKE SHOP SPONSOR*

OFFICIAL GEAR SPONSOR*

OFFICIAL VIDEO SPONSOR*

****For more information about the customizable barter/in-kind sponsorship opportunities listed above, or to learn more about the Tour de Fresh Texas Event, please contact Cindy Jewell at cjewell@calqiant.com / 831-728-1773 or Brock Nemecek at bnemecek@dma-solutions.com / 214-444-7454. All custom TOUR SPONSORS will receive, at a minimum, the following:***

- One rider on the 2016 Tour de Fresh Texas Team
- Hyperlinked recognition on the www.tourdefresh.com homepage and on the official event page www.tourdefresh.com/texas
- Mentions in all press releases and media alerts leading up to the event (minimum of 3) – [The 2014 and 2015 Tours resulted in over 300 press mentions and features.](#)
- At least 3 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Opportunity to include product/promotional material in Official Tour de Fresh swag bags given to each rider
- Rights to use 2016 Tour de Fresh Texas sponsor badge on digital platforms (will hyperlink to www.tourdefresh.com) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Let's Move Salad Bars to Schools](#)
- Opportunity to provide prize for rider fundraising incentive program

FRESH SPONSORSHIPS:

PREMIER SPONSOR

\$3,000 (14 Available)

- ~~Official Berry Sponsor - SOLD~~
- ~~Official Juice Sponsor - SOLD~~
- ~~Official Salad Dressing Sponsor - SOLD~~
- Official Citrus Sponsor
- Official Tomato Sponsor
- Official Melon Sponsor
- Official Salad/Greens Sponsor
- Official Apple Sponsor
- Official Medjool Date Sponsor
- Official Mushroom Sponsor
- Official Avocado Sponsor
- Official Fresh Commodity #1 Sponsor
- Official Fresh Commodity #2 Sponsor
- Official Fresh Commodity #3 Sponsor
- Official Fresh Commodity #4 Sponsor

Sponsor Will Receive:

- Sponsorship exclusivity within their selected commodity category
- One rider on the 2016 Tour de Fresh Texas Team
- Opportunity to provide prize for rider fundraising incentive program
- Hyperlinked recognition on the www.tourdefresh.com homepage and on the official event page www.tourdefresh.com/texas
- Mentions in all consumer and industry-focused press releases and media alerts leading up to the ride (minimum of 3) – [The 2014 and 2015 Tours resulted in over 300 press mentions and features.](#)
- At least 5 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Logo on official Tour de Fresh Team jerseys
- Recognition by emcee at the Starting and Finish Line Ceremonies

- Inclusion on signage at the Starting and Finish Line Ceremonies
- Opportunity to include product/promotional material in Official Tour de Fresh swag bags given to each rider
- Rights to use 2016 Tour de Fresh Texas sponsor badge on digital platforms (will hyperlink to www.tourdefresh.com) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Let's Move Salad Bars to Schools](#)

WATER BOTTLE SPONSOR

\$1,500 (2 Available)

Sponsor Will Receive:

- Opportunity to fully brand one of the two Official Tour de Fresh Texas water bottles that will be provided to each rider (qty. 200 – Tour will cover water bottle costs, including customization/branding)
- Opportunity to provide prize for rider fundraising incentive program
- Hyperlinked recognition on the www.tourdefresh.com homepage and on the official event page www.tourdefresh.com/texas
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Rights to use 2016 Tour de Fresh sponsor badge on digital platforms (will hyperlink to www.tourdefresh.com) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Let's Move Salad Bars to Schools](#)

DUFFEL BAG SPONSOR
\$5,000 (1 Available)

Sponsor Will Receive:

- Sole branding/logo placement on duffel bags that will be provided to each rider (qty. 200 – Tour will cover duffel bag costs, including customization/branding)
- Opportunity to provide prize for rider fundraising incentive program
- Hyperlinked recognition on the www.tourdefresh.com homepage and on the official event page www.tourdefresh.com/texas
- Mentions in all consumer and industry-focused press releases and media alerts leading up to the ride (minimum of 3) – [The 2014 and 2015 Tours resulted in over 300 press mentions and features.](#)
- At least 5 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Opportunity to include product/promotional material in Official Tour de Fresh duffel bags given to each rider
- Rights to use 2016 Tour de Fresh sponsor badge on digital platforms (will hyperlink to www.tourdefresh.com) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Let's Move Salad Bars to Schools](#)

SWAG in RIDER DUFFEL BAGS
\$500 (10 Available)

Sponsor Will Receive:

- Opportunity to provide product/branded materials to be included in the duffel bags that are provided to each rider (qty. 200 – Sponsor will provide the product/branded materials)
- Opportunity to provide prize for rider fundraising incentive program

TdF.COM/TEXAS BANNER ADVERTISING
\$500 & \$1000 (2 Available @ Each Price)

Sponsor Will Receive:

- A fully-designed banner ad (with one round of edits) prominently placed on www.tourdefresh.com/texas throughout the 2016 Tour de Fresh event in Monterey, CA, and the Inaugural 2016 Tour de Fresh regional event in Dallas/Fort Worth, TX in October 2016
- Placement options are available on a first-come, first-served basis
- Ad specs will be provided upon selection of banner ad location

RIDER ENTRY FEE
\$25

Rider Will Receive:

- 1 Official Tour de Fresh Texas Team jersey
- 2 meals + snacks at each of the Nutrition Stops
- Opportunity to raise funds for [Let's Move Salad Bars to Schools](#) and participate in the Official Tour de Fresh Texas Rider Fundraising Incentive Program

Yes! Please add me as a 2016 Tour de Fresh TEXAS Fresh Sponsor:

Premier (Commodity: _____) Water Bottle Duffel Bag Swag in Bags
 Banner Ad (\$1000) Banner Ad (\$500)

Name _____ Company Name _____

Email Address _____

Rider Name and Email Address (if applicable) _____ Please stay tuned for a link to officially register!

Please make checks payable to:

The California Giant Foundation and send to Attn: Cindy Jewell, 75 Sakata Lane, Watsonville, CA 95076
Payments can also be made via credit card at www.calgiant.com/cg-foundation
Please submit a hi-resolution logo with transparent background to Kelsey Byrnes at kbyrnes@dma-solutions.com

Yes! Please add me as a 2016 Tour de Fresh TEXAS Tour Sponsor:

Starting Line Breakfast Nutrition Stop Finish Line Bike Shop Gear Video

Name _____ Company Name _____

Email Address _____

Rider Name and Email Address (if applicable) _____ Please stay tuned for a link to officially register!

Please make checks payable to:

The California Giant Foundation and send to Attn: Cindy Jewell, 75 Sakata Lane, Watsonville, CA 95076
Payments can also be made via credit card at www.calgiant.com/cg-foundation
Please submit a hi-resolution logo with transparent background to Kelsey Byrnes at kbyrnes@dma-solutions.com