



Presented by **The California Giant Foundation**

## 2018 Sponsorship Opportunities

The 2018 Tour de Fresh is a 4-day cycling ride through the gorgeous central California scenery, starting in Kirkwood Ski Resort near Lake Tahoe on July 22 and culminating in Monterey on July 26 in advance of the PMA Foodservice Conference. This non-profit event is presented by [The California Giant Foundation](#) and aligns fresh produce industry growers, shippers, packers and vendors, as well as family and friends of the industry. Proceeds will benefit the [Salad Bars to Schools](#) campaign which has received more than \$600,000 in donations from Tour de Fresh since 2014.



### **Benefits of participation in the 2018 Tour de Fresh are three-fold:**

- The event allows fresh produce industry companies and affiliates to demonstrate their passion and commitment to living the healthy lives we promote through our products.
- The Tour offers year round promotional opportunity for sponsors and riders which resulted in 100,617,573 total impressions for 2017 sponsors.
- The [Salad Bars to Schools](#) campaign will receive funding to place salad bars in schools across the country with a goal of donating 50+.

---

**SPONSORSHIPS** are open to fresh produce industry members and affiliates, and include the traditional opportunities that former sponsors have valued since 2014, as well as some exciting new and improved opportunities for 2018. As this event grows, so does the exposure of and buzz about all sponsors, both within the industry and beyond.

\*Sponsorships are on a first come, first serve basis. Sponsors from 2017 have the first right of refusal (they will have one week advance notice).

---

## **PREMIER SPONSOR**

**\$8,000 (10 Available)**

### **Sponsor Will Receive:**

- Two riders on the 2018 Tour de Fresh Team
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mentions in all consumer and industry-focused press releases and media alerts leading up to the ride – [The 2014 - 2017 Tours collectively resulted in more than 800 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 (A special 5 year anniversary edition in 2018)
- Recognition by emcee at the Finish Line Festival in Monterey, CA
- Inclusion on signage at the Finish Line Festival in Monterey, CA
- Opportunity to host a 10 x 10 sampling booth at Finish Line Festival which will be open to the public
- Opportunity to include product/promotional material in Official Tour de Fresh duffel bags given to each rider
- Rights to use 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **RIDER SPONSOR\***

**\$2,000 - \$2,750 (22 Available)**

### **Sponsor Will Receive:**

- One rider on the 2018 Tour de Fresh Team – Rider will still be responsible for fundraising \$3,500
- Recognition on the Rider page of [www.tourdefresh.com](http://www.tourdefresh.com)
- Logo and link on rider page of [www.tourdefresh.com](http://www.tourdefresh.com)
- Mention and link in consumer-focused press release announcing rider participation and school beneficiary selection to local media in/around the community where school is located
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Four nights hotel accommodations for rider (the \$2,000 sponsorship includes a shared room and the \$2,750 sponsorship includes a private room)

- Meals/snacks for rider each day of the ride and the night before the start
- 1 Official Tour de Fresh Team jersey for rider
- 1 Official swag bag for rider
- Rights to use 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

**\*Shared Room/Private Room**

## **WELCOME DINNER SPONSOR - July 22, 2018**

**\$5,500 (1 Available)**

*Along with the Finish Line Festival, this meal event is one of the two highest attended and most covered events of the Tour de Fresh each year.*

### **Sponsor Will Receive:**

- One rider on the 2018 Tour de Fresh Team
- Opportunity for 5-minute presentation to Tour participants, organizers, support crew, fresh produce industry members and media in attendance (Tour de Fresh PR Team will connect with and invite local media, influencers and officials)
- Opportunity to work with organizers to create a fully branded event, including signage and the menu (Tour will cover food and non-alcoholic beverage costs only)
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mentions and link in consumer and industry-focused media alerts announcing full event schedule
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Opportunity to produce and provide product/promotional material in Official Tour de Fresh duffel bags given to each rider (product/promotional material should be provided separately)
- Rights to use 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **DINNER SPONSOR - July 23**

**\$4,500 (1 Available)**

### **Sponsor Will Receive:**

- One rider on the 2018 Tour de Fresh Team
- Opportunity for 5-minute presentation to Tour participants, organizers, support crew, fresh produce industry members and media in attendance
- Opportunity to work with organizers to create a fully branded meal experience to include signage and the menu (Tour will cover food and non-alcoholic beverage costs only)
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mentions and link in consumer and industry-focused media alerts announcing full event schedule

- At least 2 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **DINNER SPONSOR - July 24**

**\$4,500 (1 Available)**

### **Sponsor Will Receive:**

- One rider on the 2018 Tour de Fresh Team
- Opportunity for 5-minute presentation to Tour participants, organizers, support crew, fresh produce industry members and media in attendance
- Opportunity to work with organizers to create a fully branded meal experience to include signage and the menu (Tour will cover food and non-alcoholic beverage costs only)
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mentions and link in consumer and industry-focused media alerts announcing full event schedule
- At least 2 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **DINNER SPONSOR - July 25**

**\$4,500 (1 Available)**

### **Sponsor Will Receive:**

- One rider on the 2018 Tour de Fresh Team
- Opportunity for 5-minute presentation to Tour participants, organizers, support crew, fresh produce industry members and media in attendance
- Opportunity to work with organizers to create a fully branded meal experience to include signage and the menu (Tour will cover food and non-alcoholic beverage costs only)
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mentions and link in consumer and industry-focused media alerts announcing full event schedule
- At least 2 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.

- Recognition as a donor to [Salad Bars to Schools](#)

## **FEED ZONE SPONSOR**

**\$750 (5 Available)**

### **Sponsor Will Receive:**

- Recognition on the Sponsor page of [www.tourdefresh.com](http://www.tourdefresh.com)
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Opportunity to promote produce by donating enough product for all four days of the ride (qty. 80 - each day) and provide signage for nutrition stops in addition to \$750 sponsorship fee
- Rights to use 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **FINISH LINE FESTIVAL SPONSOR**

**\$3,500 (15 Available)**

### **Sponsor Will Receive:**

- Celebrate with Tour participants, organizers, support crew, fresh produce industry members and media in attendance (Tour de Fresh PR Team will connect with and invite local media, influencers and officials) in your booth
- Opportunity to sample produce, give away company swag and take photos with riders in your branded 10x10 tent
- Mentions in all consumer and industry-focused press releases and media alerts leading up to the ride – [The 2014 - 2017 Tours collectively resulted in more than 800 press mentions and features](#)
- Recognition by emcee at the Finish Line Festival in Monterey, CA
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mention and link in consumer and industry-focused media alerts announcing full event schedule
- At least 2 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **PREMIER FINISH LINE FESTIVAL SPONSOR - July 26, 2018**

**\$10,000 (SOLD)**

***Along with the Welcome Dinner, this meal event is one of the two highest attended and most covered events of the Tour de Fresh each year.***

### **Sponsor Will Receive:**

- Two riders on the 2018 Tour de Fresh Team
- Opportunity for 5-minute introduction and 5-minute closing statement to Tour participants, organizers, support crew, fresh

produce industry members and media in attendance (Tour de Fresh PR Team will connect with and invite local media, influencers and officials)

- Opportunity to work with organizers to create a fully branded festival experience to include the menu and the venue (Tour will cover food and beverage costs, including alcohol)
- Opportunity to sample produce, give away company swag and take photos with riders in a branded 10x10 tent
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mentions in all consumer and industry-focused press releases and media alerts leading up to the ride – [The 2014 - 2017 Tours collectively resulted in more than 800 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **HEALTH & WELLNESS SPONSOR**

**\$3,000 (1 Available)**

### **Sponsor Will Receive:**

- Opportunity to provide 2 – 3 different branded t-shirts and swag to be worn by the Official Tour Nurse and Official Tour Nutritionist throughout the tour. (Tour will cover up to \$500 to go toward branded t-shirts).
- Nutrition sponsor will support lunch, water supplements and driver of the nutrition vehicle
- Recognition by emcee at the Official Starting Line Ceremony
- Recognition by emcee at the Finish Line Festival in Monterey, CA
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mentions and link in consumer and industry-focused media alerts announcing full event schedule
- 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **TOUR MASCOT SPONSOR**

**\$1,500 (3 Available)**

### **Sponsor Will Receive:**

- Opportunity to bring company mascot to starting line ceremony and finish line festival to meet and greet with riders and appear in official ceremony photos and official Tour de Fresh video
- Recognition by emcee at the Finish Line Festival in Monterey, CA
- Inclusion on signage at the Finish Line Festival in Monterey, CA

- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mention and link in consumer and industry-focused media alerts announcing full event schedule
- At least 2 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## TRANSPORTATION SPONSOR

**\$5,000 (1 Available)**

### Sponsor Will Receive:

- One rider on the 2018 Tour de Fresh Team
- Opportunity to provide small vinyl stickers of company logo for support van windows (qty. 5 -6)
- Recognition by emcee at the Official Starting Line Ceremony
- Recognition by emcee at the Finish Line Festival in Monterey, CA
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mentions and link in consumer and industry-focused media alerts announcing full event schedule
- 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## MECHANIC/LOGISTICS CREW SPONSOR

**\$3,000 (1 Available)**

### Sponsor Will Receive:

- Opportunity to provide 2 – 3 different branded shirts and swag to be worn by the Mechanics and Logistics Crew throughout the tour. (Tour will cover up to \$500 to go toward branded shirts).
- Opportunity to provide your branded 10 x 10 tent to be used and featured throughout the ride by the support crew
- Recognition by emcee at the Official Starting Line Ceremony
- Recognition by emcee at the Finish Line Festival in Monterey, CA
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mentions and link in consumer and industry-focused media alerts announcing full event schedule
- 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **RELAXATION STATION SPONSOR**

**\$3,000 (1 Available)**

### **Sponsor Will Receive:**

- Opportunity to provide branded shirts and swag to be worn by masseuses at the finish line festival (Tour will cover up to \$250 to go toward branded shirts).
- Recognition by emcee at the Finish Line Festival in Monterey, CA
- Inclusion on signage at the Finish Line Festival in Monterey, CA
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mention and link in consumer and industry-focused media alerts announcing full event schedule
- At least 2 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **OFFICIAL TDF VIDEO SPONSOR**

**\$3,500 (1 Available)**

### **Sponsor Will Receive:**

- Opportunity to provide 2 – 3 different branded shirts and swag to be worn by the Camera Crew throughout the tour. (Tour will cover up to \$500 to go toward branded shirts).
- Special call out/inclusion of company logo at the end of the official 2018 tour video circulated following the tour to trade publications and national media.
- Recognition by emcee at the Finish Line Festival in Monterey, CA
- Inclusion on signage at the Finish Line Festival in Monterey, CA
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Mention and link in consumer and industry-focused media alerts announcing full event schedule
- At least 2 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)
- This video will live on the [www.tourdefresh.com](http://www.tourdefresh.com) website for a full year

## OFFICIAL MEDIA SPONSOR

**Donation of 1 Salad Bar plus \$10,000 in digital advertising (1 Available)**

### Sponsor Will Receive:

- One rider on the 2018 Tour de Fresh Team
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- Advance notification of all official Tour de Fresh news (Provided by the Tour de Fresh PR team)
- 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 duffel bags given to each rider
- Rights to use 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## TOURDEFRESH.COM NEWSROOM SPONSOR

**\$2,500 (1 Available)**

### Sponsor Will Receive:

- Branding and 50-word paragraph atop the Official Tour de Fresh Newsroom, the destination for all media, influencers, fresh produce industry members, retailers and consumers who are looking for details/stories about the Tour de Fresh (This is also the link that will be provided in all official Tour de Fresh PR communications and in pitches to media, influencers, local/community organizations)
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- 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 duffel bags given to each rider
- Rights to use 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## TOURDEFRESH.COM BANNER ADVERTISING

**\$500 & \$1000 (Unlimited Availability @ Each Price)**

### Sponsor Will Receive:

- A fully-designed banner ad (with one round of edits) prominently placed on [www.tourdefresh.com](http://www.tourdefresh.com) throughout 2018
- Placement options are available on a first-come, first-served basis
- Ad specs will be provided upon selection of banner ad location

## **DUFFEL BAG SPONSOR**

**\$3,000 (1 Available)**

### **Sponsor Will Receive:**

- Sole branding/logo placement on duffel bags that will be provided to each rider (Tour will cover duffel bag costs, including customization/branding)
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- At least 2 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 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **WATER BOTTLE SPONSOR**

**\$1,500 (2 Available)**

### **Sponsor Will Receive:**

- Opportunity to fully brand the official Tour de Fresh water bottles that will be provided to each rider (qty. 60 – Tour will cover water bottle costs, including customization/branding)
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Rights to use 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **HAT SPONSOR**

**\$1,500 (1 Available)**

### **Sponsor Will Receive:**

- Opportunity to fully brand the official Tour de Fresh hats that will be provided to each rider and staff (qty. 80 – Tour will cover hat costs, including customization/branding)
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Rights to use 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **T-SHIRT SPONSOR**

**\$1,500 (1 Available)**

### **Sponsor Will Receive:**

- Opportunity to fully brand the official Tour de Fresh t-shirts that will be provided to each rider and staff (qty. 80 – Tour will cover t-shirt costs, including customization/branding)
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Rights to use 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **SOCKS SPONSOR**

**\$1,000 (1 Available)**

### **Sponsor Will Receive:**

- Opportunity to fully brand the official Tour de Fresh socks that will be provided to each rider and staff (qty. 80 – Tour will cover socks costs, including customization/branding)
- Hyperlinked recognition on the homepage and throughout [www.tourdefresh.com](http://www.tourdefresh.com)
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Rights to use 2018 Tour de Fresh sponsor badge on digital platforms (will hyperlink to [www.tourdefresh.com](http://www.tourdefresh.com)) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to [Salad Bars to Schools](#)

## **SWAG in RIDER DUFFEL BAGS**

**\$500 (Unlimited Availability)**

### **Sponsor Will Receive:**

- Opportunity to provide product/branded materials to be included in the duffel bags that are provided to each rider (qty. 60 – sponsor will provide the product/branded materials – excludes water bottles, hats, t-shirts and socks)

\*For more information about the sponsorship opportunities listed above, please email [tdf@calgiant.com](mailto:tdf@calgiant.com) or contact Cindy Jewell at 831-728-1773 or Mackenzie Wortham at 214-444-7456.

**Yes! Please add me as a 2018 Tour de Fresh Official Sponsor.  
My first choice and second choice sponsorship preferences  
are listed below:**

First Choice \_\_\_\_\_ Cost \_\_\_\_\_

Second Choice \_\_\_\_\_ Cost \_\_\_\_\_

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Email Address \_\_\_\_\_

Rider Name and Email Address \_\_\_\_\_

**Please make checks payable to The California Giant Foundation and send to:**

California Giant Berry Farms

ATTN: Cindy Jewell

PO Box 1359

Watsonville, CA 95077

Please submit a high-resolutions logo with transparent background to [tdf@calgiant.com](mailto:tdf@calgiant.com)