



2019 Sponsorship Opportunities

The 2019 Tour de Fresh is a 4-day cycling ride along the gorgeous central California coast, starting in Monterey on October 12 and culminating in Anaheim on October 16 in advance of the PMA Fresh Summit Expo. 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 nearly \$750,000 in donations from Tour de Fresh since 2014.

Benefits of participation in the 2019 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 117,825,589 impressions for our 2018 sponsors. Press releases listing sponsorship company names were picked up on 250 websites in 2018, generating exposure equivalent to a \$48,000 advertising investment.
- The [Salad Bars to Schools](#) campaign will receive funding to place salad bars in schools across the country with a goal of donating 50+ salad bars in 2019.
- A portion of sponsorship dollars will go directly to fund salad bars in addition to fundraising efforts.



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 2019. As this event grows, so does the exposure of and buzz about all sponsors, both within the industry and beyond. Starting in 2019, a portion of sponsorship dollars will go directly to fund salad bars in addition to the funds that riders are asked to raise, which means sponsor companies will have a direct impact on school lunches for children across the country.

*Sponsorships are on a first come, first serve basis. Sponsors from 2019 have the first right of refusal (they will have 10 days advance notice).

PREMIER SPONSOR

\$9,000 (7 available)

Sponsor Will Receive:

- Two riders on the 2019 Tour de Fresh Team
- Hyperlinked recognition on the homepage and throughout www.tourdefresh.com
- Mentions in all consumer and industry-focused press releases and media alerts leading up to the ride – [The 2014 - 2018 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
- Recognition by emcee at the Finish Line Festival in Anaheim, CA
- Inclusion on signage at the Finish Line Festival in Anaheim, CA
- Opportunity to include product/have menu input for snacks/food at Finish Line on October 16
- Opportunity to include product/promotional material in Official Tour de Fresh duffel bags given to each rider
- Rights to use 2019 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 [Salad Bars to Schools](#)

RIDER SPONSOR*

\$2,500 - \$3,000 (12 Available)

Sponsor Will Receive:

- One rider on the 2019 Tour de Fresh Team – Rider and/or sponsor will still be responsible for fundraising an additional \$3,500 to fund 1 salad bar
- Recognition on the Rider page of www.tourdefresh.com
- Logo and link on rider page of 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 \$2,500 sponsorship includes a shared room and the \$3,000 sponsorship includes a private room)
- All meals and feed zone nutrition 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 2019 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 [Salad Bars to Schools](#)

***Shared Room/Private Room**

WELCOME DINNER SPONSOR – October 12, 2019

\$6,000 (1 Available)

Monterey, CA

Sponsor Will Receive:

- One rider on the 2019 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
- Mentions and link in consumer and industry-focused media alerts announcing full event schedule
- At least 4 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 2019 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 [Salad Bars to Schools](#)

KOM DINNER SPONSOR – October 13, 2019

\$5,500 (1 Available)

TBD, CA

Sponsor Will Receive:

- Serve as Yellow Jersey Sponsor to riders voted as King of the Mountain 'KOM' honorees for Big Sur climb
- Ability to host and customize the dinner at a specific location, including your company's facilities/cooler, etc.
- One rider on the 2019 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
- Mentions and link in consumer and industry-focused media alerts announcing full event schedule
- 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 2019 Tour de Fresh sponsor badge on digital platforms (will hyperlink to) and any print platforms such as ads, tradeshow booths, etc.
- Recognition as a donor to Salad Bars to Schools
- If you want to host the dinner at a specific location, we can work with you to customize the dinner based on the location

ROCK OF THE TOUR DINNER SPONSOR – October 14, 2019

\$5,500 (1 Available)

TBD, CA

Sponsor Will Receive:

- Serve as the sponsor to riders voted as honorees for Philanthropy and Support of their team mates.
- Ability to host and customize the dinner at a specific location, including your company's facilities/cooler, etc.
- One rider on the 2019 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
- Mentions and link in consumer and industry-focused media alerts announcing full event schedule
- 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 2019 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 [Salad Bars to Schools](#)
- If you want to host the dinner at a specific location, we can work with you to customize the dinner based on the location

FAMILY DINNER SPONSOR – October 15, 2019

\$5,500 (1 Available)

TBD, CA

Sponsor Will Receive:

- Serve as the sponsor for riders honored as the most inspirational throughout the tour
- Ability to host and customize the dinner at a specific location, including your company's facilities/cooler, etc.
- One rider on the 2019 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
- Mentions and link in consumer and industry-focused media alerts announcing full event schedule
- 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 2019 Tour de Fresh sponsor badge on digital platforms (will hyperlink to www.tourdefresh.com) and any print platforms such as ads, tradeshow booths, etc.

FEED ZONE SPONSOR

\$1,500 (4 Available)

Sponsor Will Receive:

- Recognition on the Sponsor page of www.tourdefresh.com
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Feed Zone signs will be posted at each stop with inclusion of Feed Zone Sponsor Logos
- Opportunity to promote produce by donating enough product for all four days of the ride (qty. 80 - each day) and provide additional signage for nutrition stops in addition to \$1,500 sponsorship fee
- Rights to use 2019 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 [Salad Bars to Schools](#)

~~CLOSING PARTY SPONSOR - OCTOBER 16, 2019~~

\$15,000 (Unavailable)

Anaheim, CA

Sponsor Will Receive:

- One rider on the 2019 Tour de Fresh Team
- Opportunity to work with organizers to create a fully branded cocktail party experience to take place the evening of October 16, 2019 following the Tour de Fresh Finish Line Ceremony, including the menu and the venue
- 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)
- Mentions in all consumer and industry-focused press releases and media alerts leading up to the ride – [The 2014 - 2019 Tours](#) Two riders on the 2019 Tour de Fresh Team
- Hyperlinked recognition on the homepage and throughout 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 2019 Tour de Fresh sponsor badge on digital platforms (will hyperlink 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](#)

FINISH LINE SPONSOR – OCTOBER 16, 2019

\$3,500 (3 Available)

Anaheim, CA

Sponsor Will Receive:

- 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 finish line experience, with potential to include custom menu and/or include product samples to provide to Tour participants, organizers, support crew, fresh produce industry members and media in attendance at the finish line
- Opportunity to sample produce, give away company swag and take photos with riders
- Hyperlinked recognition on the homepage and throughout www.tourdefresh.com
- Mentions in all consumer and industry-focused press releases and media alerts leading up to the ride –The 2014 Tours collectively resulted in more than 800 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 duffel bags given to each rider
- Rights to use 2019 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 Salad Bars to Schools

HEALTH & WELLNESS SPONSOR

\$5,500 (Unavailable)

Sponsor Will Receive:

- One rider on the 2019 Tour de Fresh team
- 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 Anaheim, CA
- Hyperlinked recognition on the homepage and throughout 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 2019 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 [Salad Bars to Schools](#)

TOUR MASCOT SPONSOR

\$2,000 (3 Available)

Sponsor Will Receive:

- Opportunity to bring company mascot to starting line ceremony and finish line 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 Anaheim, CA
- Inclusion on signage at the Finish Line Festival in Anaheim, CA
- Hyperlinked recognition on the homepage and throughout 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 2019 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 Salad Bars to Schools

TRANSPORTATION SPONSOR FOR RIDER VANS

\$2,500 (3 Available)

Sponsor Will Receive:

- Each van of 4 total vans will be identified by each sponsoring company name. Vans drive along ride route from Monterey to Anaheim during tour
- Opportunity to provide small vinyl stickers of company logo for support van window (qty. 5 -6)
- Recognition by emcee at the Official Starting Line Ceremony
- Recognition by emcee at the Finish Line Festival in Anaheim, CA
- Hyperlinked recognition on the homepage and throughout 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 2019 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 [Salad Bars to Schools](#)

TOUR DE “REFRESH” SPONSOR

\$2,500 (1 Available)

Sponsor Will Receive:

- Opportunity to work with Tour organizers to create a custom branded beer to provide to Tour participants, organizers, support crew following daily rides on October 12 – 15.
- Hyperlinked recognition on the homepage and throughout www.tourdefresh.com
- Mentions in all consumer and industry-focused press releases and media alerts leading up to the ride – [The 2014 - 2018 Tours collectively resulted in more than 800 press mentions and features](#)
- 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 2019 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 Salad Bars to Schools

MECHANIC LOGISTICS CREW SPONSOR

\$5,500 (1 Available)

Sponsor Will Receive:

- One rider on the 2019 Tour de Fresh Team
- 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 at hotel each night
- Recognition by emcee at the Official Starting Line Ceremony
- Recognition by emcee at the Finish Line Festival in Anaheim, CA
- Hyperlinked recognition on the homepage and throughout 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 2019 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 [Salad Bars to Schools](#)

OFFICIAL TDF VIDEO SPONSOR

\$5,000 (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 2019 tour video circulated to trade publications and national media following the tour

- Recognition by emcee at the Finish Line Festival in Anaheim, CA
- Recognition by emcee at the Finish Line Festival in Anaheim, CA
- Inclusion on signage at the Finish Line Festival
- 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 Anaheim, CA
- Inclusion on signage at the Finish Line Festival in Anaheim, CA
- Hyperlinked recognition on the homepage and throughout 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 2019 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 [Salad Bars to Schools](#)

RIDE GUIDE SPONSOR

\$2,000 (4 Available)

Sponsor Will Receive:

- Opportunity to provide branded custom jerseys to be worn by one of the staff ride guides throughout tour (Tour will cover up to \$500 to go toward branded jerseys). Ride guides are highly visible team members who lead the riders each day
- Each sponsor will receive one commemorative jersey in addition to the rider receiving a jersey with the sponsoring company's logo
- Recognition by emcee at the Finish Line Festival in Anaheim, CA
- Inclusion on signage at the Finish Line Festival in Anaheim, CA
- Hyperlinked recognition on the homepage and throughout 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 2019 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 [Salad Bars to Schools](#)

NECK GAITER SPONSOR

\$2,000 (1 Available)

Sponsor Will Receive:

- Opportunity to fully brand the official Tour de Fresh neck Gaiter that will be provided to each rider and staff (qty. 80 – Tour will cover neck Gaiter costs, including customization/branding and will order on behalf of sponsor)
- Hyperlinked recognition on the homepage and throughout www.tourdefresh.com
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Rights to use 2019 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 [Salad Bars to Schools](#)

- Opportunity to fully brand the official Tour de Fresh neck Gaiter that will be provided to each rider and staff (qty. 80 – Tour will cover neck Gaiter costs, including customization/branding and will order on behalf of sponsor)
- Hyperlinked recognition on the homepage and throughout www.tourdefresh.com
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Rights to use 2019 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 [Salad Bars to Schools](#)

OFFICIAL MEDIA SPONSOR

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

Sponsor Will Receive:

- One rider on the 2019 Tour de Fresh Team
- Hyperlinked recognition on the homepage and throughout 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 2019 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 [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
- 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 2019 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 [Salad Bars to Schools](#)

TOURDEFRESH.COM BANNER ADVERTISING

\$500 & \$1,000 (1 Available)

Sponsor Will Receive:

- A fully-designed banner ad (with one round of edits) prominently placed on www.tourdefresh.com throughout 2019
- 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

\$4,000 (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 and will order on behalf of sponsor)
- Hyperlinked recognition on the homepage and throughout 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 2019 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 [Salad Bars to Schools](#)

WATER BOTTLE SPONSOR

\$2,000 (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 and will order on behalf of sponsor)
- Hyperlinked recognition on the homepage and throughout www.tourdefresh.com
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Rights to use 2019 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 [Salad Bars to Schools](#)

HAT SPONSOR

\$2,000 (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 and will order on behalf of sponsor)
- Hyperlinked recognition on the homepage and throughout www.tourdefresh.com
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Rights to use 2019 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 [Salad Bars to Schools](#)

T-SHIRT SPONSOR

\$2,000 (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 and will order on behalf of sponsor)
- Hyperlinked recognition on the homepage and throughout www.tourdefresh.com
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Rights to use 2019 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 [Salad Bars to Schools](#)

SOCKS SPONSOR

\$2,000 (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 and will order on behalf of sponsor)
- Hyperlinked recognition on the homepage and throughout www.tourdefresh.com
- At least 2 mentions on each of the Tour de Fresh social media platforms (Facebook, Twitter, Instagram)
- Rights to use 2019 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 [Salad Bars to Schools](#)

SWAG in RIDER DUFFEL BAGS

\$750 (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)
- All duffel bag swag must be shipped to 75 Sakata Ln, Watsonville, CA 95076 by September 28, 2019

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

**Yes! Please add me as a 2019 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

***All sponsorships must be paid in full by August 1, 2019. Sponsors have until July 25, 2019 to opt-out of their sponsorship. Paid sponsorship fees are non-refundable.**