

2008 Tour Sponsorship Levels

American Diabetes Association 2008 Buffalo Tour de Cure Sponsorship Benefits

Benefit	Sponsorship Level					
	Presenting \$7,500	Post-Ride Party \$5,000	Route \$2,500	Rest Stop \$1,500	Corporate Supporter \$750	Mile Marker \$250
Logo on cover of collateral materials	X					
Logo on 500 posters	X					
Logo <u>on top of</u> rider t-shirt	X					
Exclusive logo on volunteer t-shirt	X					
Logo on event website <u>with link to sponsor's web page</u>	X					
<u>Primary</u> media recognition in all ads and PR	X					
Company banner prominently displayed at Start/Finish Line	X					
75 ride registrations at no extra cost	X					
Complimentary team tent at post-ride party	X	X				
Logo on Band Shell banner	X	X				
<u>Secondary</u> media recognition in all ads and PR		X				
Company banner (sponsor provides banner) displayed at registration tent and participant party tent		X				
Sample tent at post-ride party	X	X	X			
Logo on 65,000 brochures	X	X	X	X		
Logo inside Rider Fundraising guide	X	X	X	X		
Company listing in all rider publications pre/post event	X	X	X			
Logo on rider t-shirt		X	X			
Logo on event website		X	X	X		
Registration fee held to early-bird fee for company team participants		X	X			
Logo on route maps and on major directional signs around the route			X			
Company banner hung at rest stop of your choice & opportunity to staff and personalize rest stop				X		
Company logo listed on Corporate Supporter Banner displayed at Goody Bag pick up tent					X	
Company logo listed on Mile Marker sign along route					X	X
Company listing in wrap-up newsletter	X	X	X	X	X	X
Product/service promotion in rider goody bags	X	X	X	X	X	X

For more information, contact Rebecca Donoghue - (716) 835-0274 x 3705