

# 2019 Sponsorship Opportunities



7<sup>TH</sup> ANNUAL

*Tour de Summer Camps*

**SUNDAY  
OCT. 27<sup>TH</sup>**

*Presented by  
The Rosalinde and Arthur  
Gilbert Foundation*



[tourdesummercamps.org](http://tourdesummercamps.org)



# Why sponsor Tour de Summer Camps?

## The Jewish Federation's 7th annual Tour de Summer Camps (TdSC) is taking place on Sunday, October 27th.

Through your generous sponsorship, you will play a big part in the success of the event while gaining valuable exposure to over 500,000 Jewish community members across Los Angeles through our extensive event marketing and outreach efforts.

Over the first six years of the event, we have raised more than \$7 million, making it possible for thousands of children to have a transformative Jewish summer camp experience – many who would not otherwise be able to afford it without the financial support generated by TdSC.

This past fall, several of our community's beloved camps were destroyed during the Woolsey Fire. The outpouring of responses and communal gatherings of alumni of the affected camps to share their grief showed just how truly important summer camps are in shaping the lives of those who are able to attend.

Your support will help cover the cost of the event so that all money raised by TdSC participants goes directly to giving more kids the invaluable experience of Jewish summer camp. Studies show that Jewish summer camp:

- Strengthens kids' Jewish identities
- Creates future leaders within the Jewish community
- Teaches campers to grow up to be more Jewishly engaged, connected to Israel, and more likely to pass on Jewish values and traditions to their own kids

Once again, we are offering four amazing routes for cyclists of all skill levels: 18, 36, 62, and 100 miles. Plus, TdSC participants can choose to Cycle at Camp, where they will enjoy a fast-paced spinning experience at the event, while raising money to send more kids to summer camp!

Your generous sponsorship will give you exposure to over 1,000 TdSC participants, volunteers and spectators — reaching beyond the Jewish community to a broad cross-section of Los Angeles.



### Participating camps that will benefit from this year's Tour de Summer Camps:

Camp Akiba • Camp Alonim • Camp Geshar • Camp Gilboa • Camp Hess Kramer  
Camp JCA Shalom • Camp Ramah • Gindling Hilltop Camp • Havaya Arts • Kibbutz Bob Waldorf  
Moshava Alevy • URJ 6 Points Sports Academy • URJ SciTech Academy

For more information, please contact us at [Info@TourdeSummerCamps.org](mailto:Info@TourdeSummerCamps.org) or e-mail Mitch Hamerman at [MHamerman@JewishLA.org](mailto:MHamerman@JewishLA.org).

# Sponsorship Levels

## CENTURY SPONSOR \$100,000

- Premier Logo Placement on Homepage of Tour de Summer Camps Website
- Premier Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Premier Logo Placement on Starting Line/Finish Line Stage Banner
- Premier Logo Placement and Link on Sponsor Page of Website
- Premier Logo Placement on Event T-shirts (given to all who raise \$500+)
- Premier Name/Logo Placement on Posters, Flyers, and Print Ads
- Premier Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- Acknowledgement at Opening Ceremonies
- Two (2) Reserved Parking Spaces on Event Day (Auto)
- Four (4) Reserved Parking Spaces on Event Day (Bike)
- Opportunity to Include Promotional Item in Swag Bags
- Up to 6 Mentions in Social Media
- 10 Complimentary Cyclist Registrations
- 2 Official TdSC Rider Jerseys
- 2 Official TdSC T-Shirts

## CAMP SPONSOR \$10,000

- Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Logo Placement on Starting Line/Finish Line Stage Banner
- Logo Placement and Link on Sponsor Page of Website
- Logo Placement on Event T-shirts (given to all who raise \$500+)
- Name/Logo Placement on Posters, Flyers, and Print Ads
- Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- One (1) Reserved Parking Space on Event Day (Auto)
- Two (2) Reserved Parking Spaces on Event Day (Bike)
- Opportunity to Include Promotional Item in Swag Bags
- Up to 2 Mentions in Social Media
- 4 Complimentary Cyclist Registrations
- 2 Official TdSC Rider Jerseys
- 2 Official TdSC T-Shirts

## BREAKAWAY SPONSOR \$25,000

- Logo Placement on Homepage of Tour de Summer Camps Website
- Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Logo Placement on Starting Line/Finish Line Stage Banner
- Logo Placement and Link on Sponsor Page of Website
- Logo Placement on Event T-shirts (given to all who raise \$500+)
- Name/Logo Placement on Posters, Flyers, and Print Ads
- Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- Acknowledgement at Opening Ceremonies
- One (1) Reserved Parking Space on Event Day (Auto)
- Four (4) Reserved Parking Spaces on Event Day (Bike)
- Opportunity to Include Promotional Item in Swag Bags
- Up to 4 Mentions in Social Media
- 6 Complimentary Cyclist Registrations
- 2 Official TdSC Rider Jerseys
- 2 Official TdSC T-Shirts

## CYCLE SPONSOR \$5,000

- Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Logo Placement on Starting Line/Finish Line Stage Banner
- Logo Placement on Sponsor Page of Website
- Logo Placement on Event T-shirts (given to all who raise \$500+)
- Name/Logo Placement on Posters, Flyers, and Print Ads
- Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- One (1) Reserved Parking Space on Event Day (Auto)
- Two (2) Reserved Parking Spaces on Event Day (Bike)
- Opportunity to Include Promotional Item in Swag Bags
- 1 Mention in Social Media
- 2 Complimentary Cyclist Registrations
- 2 Official TdSC Rider Jerseys
- 2 Official TdSC T-Shirts



2018 Official Rider Jersey

# Event Day Sponsorships

## Lunch Sponsor \$15,000

- Your company's logo prominently featured on Post-Ride Lunch and Celebration signage
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor Benefits**

## Mile Markers Sponsor \$15,000

- Your company's logo displayed on each marker on the cycling courses
- **PLUS, all Cycle Sponsor Benefits**

## Breakfast Sponsor \$10,000

- Your company's logo prominently featured on the Breakfast's signage
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor benefits**

## Start Line Sponsor \$10,000

- Your company's logo prominently featured on the Start Line area signage
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor benefits**

## Finish Line Sponsor \$10,000

- Your company's logo prominently featured on the Finish Line area signage
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor benefits**

## Official Water Sponsor \$10,000

- Your company's logo prominently featured at all Rest Stops and Water Stations
- All water bottles branded with company logo
- **PLUS, all Cycle Sponsor benefits**

## Volunteer Sponsor \$15,000

- Company's logo featured on all TdSC Volunteer T-Shirts
- Company's logo featured on TdSC Information Banner at the venue
- **PLUS, all Cycle Sponsor benefits**

## Wellness Expo Sponsor \$15,000

- Your company's logo prominently featured on Wellness Expo signage
- **PLUS, all Cycle Sponsor benefits**

## Official Vehicle Sponsor \$10,000

- Company's logo featured prominently on all TdSC vehicles on the Route and Venue
- **PLUS, all Cycle Sponsor benefits**

## Cycle at Camp Sponsor \$10,000

- Company name featured prominently at Cycle at Camp area
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor benefits**

## Registration Sponsor \$10,000

- Your company's logo prominently featured at the Registration Tent area signage
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor benefits**

## Parking Sponsor \$10,000

- Main parking lot named after company
- Your company's logo featured prominently on all directional and promotional signage
- **PLUS, all Cycle Sponsor benefits**

## Team Sponsor \$3,600

- Company logo on venue signage
- Company logo on sponsor page of website
- 1 Official TdSC Rider Jersey per sponsor
- 1 Official TdSC T-Shirt per sponsor

## Rest Stop Sponsor \$2,500

- Logo featured on signage at all of our cycling Rest Stops
- Company logo on sponsor page of website
- 1 Official TdSC Rider Jersey per sponsor
- 1 Official TdSC T-Shirt per sponsor

## Bike Parking Sponsor \$2,500

- Logo featured on signage at all of our bike parking areas
- Company logo on sponsor page of website
- 1 Official TdSC Rider Jersey per sponsor
- 1 Official TdSC T-Shirt per sponsor



# Sponsorship Comparison Guide

	<b>CENTURY (\$100K)</b>	<b>BREAKAWAY (\$25K)</b>	<b>CAMP (\$10K)</b>	<b>CYCLE (\$5K)</b>
Logo on Homepage of Tour de Summer Camps Website	x	x		
Acknowledgement in Opening Program	x	x		
Logo on Official TdSC Jersey (given to riders who raise \$1,000+)	x	x	x	x
Logo on Starting Line/Finish Line and Stage Banner	x	x	x	x
Opportunity to Include Promotional Item in Swag Bags	x	x	x	x
Logo/Name* and Link on Sponsor Page of Website	x	x	x	x
Logo/Name* on Event T-shirts (given to all who raise \$500+)	x	x	x	x
Logo/Name* on Event Posters (if committed by July 7th)	x	x	x	x
Logo/Name* on Flyers, Print Ads, and Ad in Federation Publication(s)	x	x	x	x
Logo/Name* on Recruitment E-mails to 50,000+	x	x	x	x
Logo/Name* on E-mails Sent to Participants and Volunteers	x	x	x	x
Mentions in Social Media Promotions: Facebook and Instagram	6	4	2	1
Complimentary Cyclist Registration	10	6	4	2
Official TdSC Racing Jersey	2	2	2	2
Official TdSC T-Shirt	2	2	2	2
Reserved Parking Spaces on Event Day (Bike)	4	4	2	2
Reserved Parking Spaces on Event Day (Auto)	2	1	1	1

\*Availability of certain benefits may vary due to printing dates.



# Thank You to Our 2018 Sponsors

## Presenting Sponsor

The Rosalinde and Arthur Gilbert Foundation

## Century Sponsors

Debbie & Mark Attanasio  
 Judy & Bernard Briskin Family Foundation  
 Julie & Marc Platt  
 Anthony and Jeanne Pritzker Family Foundation

## Breakaway Sponsors

Alyce & Phil de Toledo  
 The Diane and Guilford Glazer Philanthropies  
 Utopia

## Lunch Sponsor

Dorit & Shawn Evenhaim/Debbie & Naty Saidoff

## Mile Marker Sponsor

Held Properties, Inc.  
 The Held Family Foundation

## Volunteer Sponsor

Pamela & Evan Libaw

## Breakfast Sponsor

The Cayton Family

## Start Line Sponsor

Freeman Group, Inc.

## Finish Line Sponsor

DPR Construction

## Water Bottle Sponsor

BH Properties

## Camp Sponsors

Frida & Joel Glucoft  
 Jewish Journal  
 Laemmle Theatres  
 The Sigal Family and  
 NewMark Merrill Companies

## Cycle at Camp Sponsor

BH Properties

## Official Bike Shop

Helen's Cycles

## Cycle Sponsors

American Jewish University  
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## Team Sponsors

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## Rest Stop Sponsors

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## Official Snack Bar Sponsor

KIND

## In-Kind Sponsors

Los Angeles Rams  
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 Soul Cycle



For more information, please contact us at [Info@TourdeSummerCamps.org](mailto:Info@TourdeSummerCamps.org) or e-mail Mitch Hamerman at [MHamerman@JewishLA.org](mailto:MHamerman@JewishLA.org).