



Presented by **The California Giant Foundation**

## 2017 Sponsorship Opportunities

The 2017 Tour de Fresh is a 3-day cycling ride through the gorgeous central California scenery, starting in Pismo Beach on July 25, and culminating in Monterey on July 27, in advance of the PMA Foodservice Conference. This not-for-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 [\*Lets Move Salad Bars to Schools\*](#) campaign which has received over \$500,000 in donations from Tour de Fresh since 2014.

### **Benefits of participation in the 2017 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 a 5 month long promotional opportunity for sponsors and riders.
- The [\*Lets 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 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 ones for 2017. As this event grows, so does the exposure of and buzz about all sponsors, both within the industry and beyond.

### **PREMIER SPONSOR**

**\$8,000 (7 Available)**

#### **Sponsor Will Receive:**

- Two riders on the 2017 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, 2015 and 2016 Tours collectively resulted in more than 500 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 Ceremony in Monterey, CA
- Inclusion on signage at the Finish Line Ceremony in Monterey, CA
- Recognition by emcee at the Closing Party
- Inclusion on signage at the Closing Party
- Opportunity to include product/promotional material in Official Tour de Fresh duffel bags given to each rider
- Rights to use 2017 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 [Let's Move Salad Bars to Schools](#)

### **WELCOME DINNER SPONSOR – July 24, 2017**

**\$5,000 (1 Available)** \*\*\*Along with the Finish Line Ceremony, 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 2017 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 include product/promotional material in Official Tour de Fresh duffel bags given to each rider
- Rights to use 2017 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 [Let's Move Salad Bars to Schools](#)

### **DINNER SPONSOR – Two Meals, July 25 & 26, 2017**

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

#### **Sponsor Will Receive:**

- One rider on the 2017 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 2017 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 [Let's Move Salad Bars to Schools](#)

### **BREAKFAST SPONSOR – Three Meals, July 25-27, 2017**

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

#### **Sponsor Will Receive:**

- One rider on the 2017 Tour de Fresh Team
- Opportunity for 5-minute presentation to Tour participants, organizers, support crew, fresh produce industry members and media in attendance at the Official Starting Line Ceremony
- Opportunity to work with organizers to create 3 fully branded meal experiences to include the menu and the venue (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 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 2017 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 [Let's Move Salad Bars to Schools](#)

### **LUNCH/NUTRITION STOPS SPONSOR – Nine Meals/Stops, July 25-27, 2017**

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

#### **Sponsor Will Receive:**

- One rider on the 2017 Tour de Fresh Team
- Opportunity to serve as Official “cheerleaders” of the 2016 Tour de Fresh at any or all of the nutrition stops each day of the ride (6 stops total); possibly in conjunction with a local retailer
- Opportunity to work with organizers to create fully branded nutrition stops to include the menu and the Official Tour Nutrition Vehicle (Tour will cover food and non-alcoholic beverage costs + magnets, etc. to brand the vehicle)
- 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 2017 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 [Let's Move Salad Bars to Schools](#)

### **CLOSING PARTY SPONSOR – July 27, 2017**

**\$10,000 (1 Available)**

#### **Sponsor Will Receive:**

- Two riders on the 2017 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 meal/party experience to include the menu and the venue (Tour will cover food and beverage costs, including alcohol)
- 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 2017 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 [Let's Move Salad Bars to Schools](#)

## HEALTH & WELLNESS SPONSOR

\$3,000 (1 Available)

### Sponsor Will Receive:

- Opportunity to fully brand one Official Tour Support Vehicle (Tour will cover magnets, etc. to brand the vehicle) and provide t-shirts and swag to be worn by the Official Tour Nurse and Official Tour Nutritionist
- Recognition by emcee at the Official Starting Line Ceremony
- Recognition by emcee at the Finish Line Ceremony 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 2017 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 [Let's Move Salad Bars to Schools](#)

## FINISH LINE CEREMONY SPONSOR

\$3,000 (5 Available)

### Sponsor Will Receive:

- One rider on the 2017 Tour de Fresh Team
- Opportunity for 1-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)
- Recognition by emcee at the Finish Line Ceremony in Monterey, CA
- Inclusion on signage at the Finish Line Ceremony 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 2017 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 [Let's Move Salad Bars to Schools](#)

## RIDER SPONSOR

\$2,000 (26 Available)

### Sponsor Will Receive:

- One rider on the 2017 Tour de Fresh Team
- Recognition on the 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)
- Three nights hotel accommodations for rider (Tour will cover double occupancy rooms for each rider)
- Meals/snacks for rider each day of the ride and the night before the start
- 1 Official Tour de Fresh Team jersey for rider
- Rights to use 2017 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 [Let's Move 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 2017 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 [Let's Move Salad Bars to Schools](#)

## TdF.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 2017 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 [Let's Move Salad Bars to Schools](#)

## OFFICIAL MEDIA SPONSOR

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

### Sponsor Will Receive:

- One rider on the 2017 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 2017 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 [Let's Move Salad Bars to Schools](#)

## 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 2017 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 [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. 60 – sponsor will provide the product/branded materials)

## TdF.COM BANNER ADVERTISING

\$500 & \$1000 (5 Available @ 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 2017
- Placement options are available on a first-come, first-served basis
- Ad specs will be provided upon selection of banner ad location

\*For more information about the sponsorship opportunities listed above, or to learn more about the Tour de Fresh Texas Event, please contact Cindy Jewell at [cjewell@calgiant.com](mailto:cjewell@calgiant.com) / 831-728-1773 or Brock Nemecek at [bnemecek@dma-solutions.com](mailto:bnemecek@dma-solutions.com) / 214-980-3955.

# Yes! Please add me as a 2017 Tour de Fresh Official Sponsor:

- Premier  Welcome Dinner  Dinner  Breakfast  Lunch/Nutrition
- Stops  Closing Party  Health & Wellness  Finish Line Ceremony
- Rider
- Water Bottle  TdF.com Newsroom  Official Media  Duffel Bag
- Swag in Rider Duffel Bags  TdF.com Banner Advertising

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-resolution logo with transparent background to Brock Nemecek at [bnemecek@dma-solutions.com](mailto:bnemecek@dma-solutions.com)