



All proceeds benefit
the American Cancer Society

Tour de Coeur

Tour de Coeur 2008 Corporate Sponsorship Proposal

Tour de Coeur 2008

The seventh annual Tour de Coeur is coming Sunday, September 7! This year's event will include the same popular rides as last year, 2, 5, 16 and 22 miles on the Centennial Trail along beautiful Coeur d'Alene Lake. The long rides, (33 or 66 miles) start at Higgins Point, continue along Lake Coeur d'Alene then proceed into the surrounding hills. Our goal this year is to attract 300 participants from the greater Inland Northwest.

What is Tour de Coeur?

Tour de Coeur is an event designed to promote healthy living while offering an opportunity for family fun. Started in 2002, the event provides a day of physical activity which includes a bike ride, volleyball, horseshoes, swimming and more. It also provides an opportunity for the American Cancer Society to educate the public on the importance of healthy eating and physical activity as an element to reduce the risk of cancer. All proceeds raised from Tour de Coeur 2008 will benefit American Cancer Society programs and services.

Why should I become involved?

- Cancer strikes one out of every three Americans—you or someone you love will fight cancer sometime in your lives.
- Last year the ACS funded more than \$100 million in peer-reviewed cancer research, more than any other non-profit organization in the world.
- The American Cancer Society's Vision 2015 goals include reducing cancer mortality by 50% and reducing cancer incidence by 25% by the year 2015 through research, advocacy, service and education.
- Opportunity for a positive association with an educational, community event.

Tour de Coeur 2008 Corporate Sponsorship Benefits

DIAMOND - \$5000 - includes two events! A \$3000 savings!

Business name affiliated with Tour de Coeur **and** Kootenai County Daffodils in all promotions***

👉 Large logo placement on all promotions* 👉 Banner** at Tour de Coeur booth at Kootenai Co. Relay for Life,
👉 Booth at Tour de Coeur, 👉 2008 Sponsor banner for business 👉 Placque for your business 👉 Thanked at event
👉 Registration fee waived for up to 5 employees

SHIRT SPONSOR - \$2500

"This shirt provided by [your logo]" will be prominently displayed on the back of the shirt.

👉 Large logo placement on all promotions* 👉 Banner** and/or booth at Tour de Coeur 2008 👉 Placque at your business 👉 Thanked at event 👉 Registration fee waived for up to 3 employees

GOLD - \$1000

👉 Medium logo placement on all promotions* 👉 Banner** and/or booth at Tour de Coeur, 2008 👉 Sponsor certificate for your business 👉 Thanked at event 👉 Registration fee waived for up to 3 employees

SILVER - \$500

👉 Small logo placement on all promotions* 👉 Banner** displayed at Tour de Coeur, 2008 👉 Thanked at event

BRONZE - \$100

👉 Name placed on brochures 👉 Thanked at event 👉 Certificate for business

*** Kootenai County Daffodils is a very popular event held in March. Diamond Level Sponsorship for this event is \$3000 and is included in your Tour de Coeur Diamond Sponsorship.

**AMERICAN CANCER SOCIETY
TOUR DE COEUR 2008
Sponsor Contract**

Sponsor Name: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

Fax Number: _____

Contact Person: _____

Signature: _____

Sponsorship: \$ _____

In Kind Amount: \$ _____

Level: _____

In order to include your logo in our media package and on our event T-shirts*, please return this contract with your commitment by **June 30, 2008**. Your expedited commitment ensures the inclusion of your business logo and name in as much media coverage as possible. Your logo will be added to the website immediately upon receipt of payment.

Thank you for your support!

Please return this contract to: Tour de Coeur 2008
 American Cancer Society
 920 N. Washington, Suite 200
 Spokane, WA 99201
 Fax: 509-455-3990

*Please provide a Black and White digital file of your logo.

***Tour de Coeur Promotions Include:**

Television and Radio advertising

Newspaper ads

Brochures

Posters

T-shirts

**Banner must be provided by sponsor