



23846 Genesee Village Road
Golden, Colorado 80401
303.989.2970
www.Denver2Denver.org

Corporate Sponsorship Tiers

Sponsorship may be in the form of monetary donation(s), merchandise, services and or product donation in addition to contributions to the Lance Armstrong Foundation Grassroots program created for this project. All remaining proceeds will be donated directly to the Denver2Denver Grassroots project upon completion of the ride.

Tier 1 - \$10,000 and up (multiple sponsorships available at this level)

- Title Sponsor Status
- Company name, logo and web address will be featured on the cover and or header of all printed material along with the LIVESTRONG and Denver2Denver logos.
- Company name will be announced if/when radio air time is available.
- Company name and logo will be announced or featured on any television programs.
- Company name and logo will be featured on all support vehicles both front and back.
- Company name and logo will be featured on all four sides of the support RV.
- Company name, logo and web link will be featured on the home page of the web site as well as the sponsorship page.
- Company name and logo will be featured in the title banner of the web site along with the LIVESTRONG and Denver2Denver logos.
- Company name and logo will be featured on the front and back of the rider jerseys, t-shirts and any additional printed or embroidered apparel/merchandise that can accept a name and logo.
- Company promotional items/publications will be distributed along the route in sponsorship bags.

Tier 2 - \$2,500 - \$9,999

- Company name and logo will be featured on the bottom of all printed material.
- Company name and logo will be featured on the driver side of all support vehicles.
- Company name and logo will be featured on two sides of the support RV.
- Company name, logo and web link will be featured on the home page of the web site as well as the sponsorship page.
- Company name and logo will be featured on the back of the rider jerseys and t-shirts.
- Company promotional items/publications will be distributed along the route in sponsorship bags.

Tier 3 - \$1,000 - \$2,499

- Company name will be featured on the bottom of all printed material.
- Company name and logo will be featured on the passenger side of all support vehicles.
- Company name and logo will be featured on one side of the support RV.
- Company name, logo and web link will be featured on the sponsorship page of the web site.
- Company name and logo will be featured on the back of the rider jerseys and t-shirts at 50% of the Tier 1 and Tier 2 sponsors.
- Company promotional items/publications will be distributed along the route in sponsorship bags.

Tier 4 - \$500 - \$999

- Company name and logo will be featured on one side of the support RV.
- Company name, logo and web link will be featured on the sponsorship page of the web site.
- Company name and logo will be featured on the back of the rider jerseys and t-shirts at 25% of the Tier 1 and Tier 2 sponsors.
- Company promotional items/publications will be distributed along the route in sponsorship bags.

Tier 5 - \$100-\$499

- Company name, logo and web link will be featured on the sponsorship page of the web site.
- Company promotional items/publications will be distributed along the route in sponsorship bags.