



May 20, 2018

Sponsorship Information



Tour de Lyme 2017



The 5th annual *Tour de Lyme* was an unqualified success.

One major reason was the weather. Those of us who plan the event fret about the weather in the weeks and days leading up to the big day. It seemed most days it rained; then we endured blistering hot temperatures that would have been a challenge for the riders. And then, on Sunday May 21, we awoke to a glorious spring day.

Another reason it was a success was because of the hard work of volunteers. Planning the event is in the hands of a few people, implementing those plans rests with 60 enthusiastic volunteers. They do everything from managing the orderly parking of hundreds of cars, checking in over 700 riders, and offering them water, drinks and fruits at four rest stops out on the routes. Others help with the picnic at Ashlawn and then, at the end, take everything down and clean up.

Another factor is the invaluable presence of Lyme's Emergency Response volunteers who are at the ready in case they are needed. This year, we were the fortunate recipients of a grant from Pfizer Inc. Several of their committed employees put in hours of work retrieving hundreds of flags used throughout the miles of mountain bike trails and the various route direction signs out on the highways.

We would be remiss if we did not acknowledge with thanks the residents and motorists in the six towns we ride through for their courtesy, patience and good humor as hundreds of cyclists dominate the roads for a few hours.

Last, but certainly not least, we thank the enthusiastic riders who supported *Tour de Lyme*. Many return year after year to ride in this great event, coming from six states and over 100 Connecticut towns.

Tour de Lyme is a wonderful way for us to showcase 50 years of land conservation, to support those who choose to get outside and enjoy what nature has to offer, and to encourage others to join them.

George Moore, *Tour de Lyme* organizer





Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors & Supporters





Reasons to sponsor Tour de Lyme in 2018

Why it makes sense to sponsor Tour de Lyme...

Tour de Lyme, in five years has established itself as a premier cycling event in Southeastern Connecticut.

- Over 725 riders in 2017. Many repeat riders.
- Riders came from 13 states and from 112 of Connecticut's 169 towns
- Participants raved about an outstanding event and a great picnic
- Six different rides are offered including 2 mountain bike and 4 road alternatives
- You will be associated with individuals and families of all age groups who support land conservation, enjoy healthy outdoors activities and pursue an active lifestyle.

The purpose is to raise needed operating revenue for the Lyme Land Trust. Our land management responsibilities have grown dramatically over the past 50 years where we are now responsible for the stewardship of over 3,000 acres.

For over 50 years, the Lyme Land Trust has effectively worked with the support of the residents, to help create a unique rural atmosphere by preserving farmlands, wetlands and forests. Our many preserves, open to the public, offer opportunities for outdoor activities – hiking, cycling, painting, photography etc.

Lyme is the ideal venue for a cycling event...

Road and mountain bike enthusiasts in the area already know Lyme as a biker's paradise. The Land Trust's mission to protect our rural, scenic and natural landscape has resulted in the preservation of scenic vistas and long stretches of road winding through uninterrupted forest. Bikers enjoy the serenity of our lightly traveled country roads while admiring the area's natural beauty. Our venue, Ashlawn Farm offers the perfect venue for convenient parking, check-in and our great post ride picnic.

As a Sponsor you can expect exposure...

- Our website www.tourdelyme.org, beginning in November 2017 will explain the event, and in February 2018 enable riders to register and form teams. After the May event it will display the many pictures taken. All the while we will identify you as a sponsor.
- Coverage in the Lyme Land Trust newsletter, Tour de Lyme issue.
- Two sided 18x24" road-side direction signs with your logo placed along cycling routes
- Logo displayed at the event banners during registration and post ride gala picnic.



2018 Tour De Lyme Sponsorship & Support Levels

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	In kind Sponsor
Sponsorship Level	\$5,000	\$2,500	\$1,000	\$500	\$500 > in kind goods or services
Logo display on Tour de Lyme website	1 st Tier	2 nd Tier	3 rd Tier	4 th Tier	4 th Tier
Logo display on large banners at venue	1 st Tier	2 nd Tier	3 rd Tier	4 th Tier	4 th Tier
Logo display on custom Rider jersey	√	√	√	0	0
Logo display in Summer Newsletter	√	√	√	√	√
Logo display on Route Signs – Min Quantity	3	2	1	0	0
Complimentary Rider Registrations	5	3	2	1	1

- Publicity for Tour de Lyme is designed to send riders, volunteers and donors to www.tourdelyme.org where they can get event information, register to participate and make a donation to support a team or rider – and view sponsor’s logos.
- The Sponsor’s Page on our website displays sponsor’s logos with a link to the sponsor’s website if sponsor so chooses.
- Starting in December 2017, logos are displayed in the months leading up to the May 2018 event and through October 31, 2018 well after when event pictures are posted.

For information on becoming a sponsor or supporter call:

- Jonathan Butler, Land Trust Director at 860-434-0372; email jbutlerct@gmail.com or info@lymelandtrust.org



Sponsor Commitment for May 20, 2018 event

- Platinum \$5,000 Gold \$2,500 Silver \$1,000 Bronze \$500

Please return this form with one-half of your payment-- payment in full is appreciated. If you elect to make two payments, the balance is due by March 15, 2018.

Upon receipt of your commitment and initial payment, we will post your information on the Tour de Lyme website commencing on or before December 1, 2017 until October 31, 2018. *For new sponsors please email us your logo* and a link to your website.*

Your Information:

Company/Organization

Address

City, State, Zip

Email

Phone

Contact name

Position

Checks are to be made payable to Lyme Land Conservation Trust. The Lyme Land Conservation Trust Inc., is a 501(c) 3 Organization (a tax exempt charitable organization).

Send Checks to: Lyme Land Trust Conservation Trust, Inc.
PO Box 1002 • Lyme, CT 06371
Attn: Tour de Lyme

* Email to: info@lymelandtrust.org – JPEG of logo, business URL and contact information

We are a returning sponsor. Please use logo and materials you already have.