



May 17, 2020

Sponsorship Information



Reasons to sponsor Tour de Lyme in 2020

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

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

- Average over 725 riders each year. 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 53 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...

- Beginning in November our website www.tourdelyme.org, will explain the event, and in February 2020, 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.



2020 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
Complimentary lunch tickets for nonriders	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 2019, logos are displayed in the months leading up to the May 2020 event and through October 31, 2020 well after when event pictures are posted.

For information on becoming a sponsor or supporter call or email:

- Kristina White, Executive Director at 860-434-5051; email Kristina.white@lymelandtrust.org

Tour de Lyme 2019



Tour de Lyme a Resounding Success

The seventh annual Tour de Lyme was one of our best tours ever! Great weather made for perfect riding on our quiet country roads and mountain bike trails. More than 625 riders enjoyed great food, music from Dan Stevens and, for the first time, craft beers from local breweries.

The success of the Tour de Lyme depends on the efforts of many people working together. This year over 75 volunteers did everything from clearing and flagging the mountain bike course, marking the road routes with signs and arrows, managing the parking of hundreds of cars, registering riders, offering food and water at rest stops, to helping at the picnic and cleaning up afterwards. We could not stage this event without the support of the Town of Lyme, the Lyme Fire Company and Lyme Ambulance; thank you for all your efforts. We would be remiss if we did not acknowledge 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. We also wish to thank our loyal sponsors who make this event financially viable. Last, but certainly not least, we thank the enthusiastic riders from over 100 Connecticut towns and several states who support Tour de Lyme. Many return year after year to ride in this great event. Tour de Lyme is a wonderful way for us to showcase 53 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.

Finally, we wish to thank the Dahlke family for allowing us to use their property for the past six years. Chip Dahlke, who passed away in 2018, was a generous supporter of the Land Trust and this wonderful event. His presence was greatly missed this year.

Kristina White
Executive Director





Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors & Supporters





Sponsor Commitment for May 17, 2020 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 1, 2020.

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, 2019 until October 31, 2020.
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 (300dpi), business URL and contact information**

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