

CYCLE THE AMAZING...



# TOUR *de* HOPE

Join us for our ride/event!

*Our Mission: Bringing hope to a deserving local charity through an uncommonly fun cycling event*

1<sup>ST</sup> MAY 2022

WORLD WAR I MUSEUM AT LIBERTY MEMORIAL  
REGISTER TODAY AT [TOURDEHOPE.ORG](http://TOURDEHOPE.ORG)

# What is Tour de Hope?

- After two years of virtual participation due to public health concerns surrounding the Covid-19 pandemic, we're back to an 'in person' charity ride in 2022, with vaccination and masking guidelines for all participants and volunteers.
- Since 2012, one of KC's most distinctive, beautiful and uncommonly fun bike rides.
- Benefits The Hope Center of Kansas City, an urban charter school, leadership academy and community service organization, at the corner of Linwood and Benton Blvd.
- Starts and finishes at the iconic WW I Museum and Liberty Memorial, with its distinctive grounds and beautiful views of downtown Kansas City.
- Offers multiple route options for all ages, abilities and levels of experience - covering a broad variety of community neighborhoods, plus 5 epic 'King of the Mountain' challenges for riders looking for a special challenge.



# Why Sponsor Tour de Hope in 2022?

- We consistently align our event with our sponsors' commitments to help the underserved in KC, while improving bike safety and encouraging healthy lifestyles.
- Our rider outreach is truly regional, but our charity focus is strictly local.
- We diligently control our event expenses, and since 2013 have donated more than \$186,000 to The Hope Center for various programs and initiatives.
- We remain focused on our goal to offer the KC cycling community a distinctive and uncommonly fun cycling event, for all ages and abilities, to benefit The Hope Center and have for the past 10 years.
- Bikes are smart business!\*

  - More than 45 million people ride bikes. That's more cyclists than people who participate in baseball, soccer, football, basketball, golf or racquet sports.
  - 41% of cyclists have a household income of \$40-80K.
  - 30% have a household income of \$100K or more.

*\* per the National Sporting Goods Assn.*



# What is The Hope Center of Kansas City?

- In 1998, transitioned from a grassroots movement to an official not-for-profit – an urban charter school for underserved youth, focused on the old Oak Park, Ivanhoe, Palestine, and Santa Fe neighborhoods on Kansas City’s east side.
- In 2010, THC founded Hope Family Care Center, the only primary care facility within three zip codes.
- In 2011, Hope Leadership Academy opened its doors as the only elementary school in the area.
- THC’s Vision – *“To develop healthy communities where the vulnerable can flourish.”*
- THC’s Mission – *“To provide asset-based programs and opportunities for sustainable growth and development where children, youth and families can flourish on Kansas City's east side.”*
- THC’s established programs now train elementary, middle school and high school students from over 15 campuses across the city in servant leadership, character development, and both scholastic and spiritual growth.



# 2022 Tour de Hope Sponsorships

<b>Mike Darby Memorial</b> <b>\$5,000*</b>	<b>Gold Level</b> <b>\$2,500*</b>	<b>Silver Level</b> <b>\$1,000*</b>	<b>King of the Mountain</b> <b>“KOM”</b> <b>\$500*</b>
Branding and social media recognition, plus banners at event	Branding and social media recognition, plus banners at event	Branding and social media recognition, plus banners at event	Social media recognition, plus KOM sponsor banner
<u>10</u> complimentary rider registrations	<u>5</u> complimentary rider registrations	<u>2</u> complimentary rider registrations	<u>1</u> complimentary rider registration

**\* Cash and valued services**

# Additional Sponsorship Opportunities

## Vendor/Group Sponsorships

- \$200 in cash & services
- Table at post-ride party
- Included in TdH banners & promotional materials
- Exposure to a valuable audience for corporate products & services
- Your employees receive a ticket to lunch & post-ride festivities

## Corporate Volunteer Teams

- No cash donation
- Provides your employees a great opportunity to support a deserving local charity and enjoy a great, fun event!
- Volunteers receive a t-shirt, ticket to post-ride lunch & festivities



# Commit your organization to sponsorship of Tour de Hope today for our 11-year anniversary ride!

## Contact:

Amy Johannes, Treasurer  
Tour de Hope Board of Directors  
913.558.3183  
[aj@yourhana.com](mailto:aj@yourhana.com)

## Websites:

Tour de Hope [www.tourdehope.org](http://www.tourdehope.org)  
The Hope Center [www.hopecenterkc.org](http://www.hopecenterkc.org)



# Finally, a special thanks to our great 2021 Sponsors!

## Gold Sponsors



## Silver Sponsors



## Bronze Sponsors



Apex Orthopedics



ARISTOCRAT  
MOTORS





# 2022 Sponsorship Commitment Form – Tour de Hope

**May 1<sup>st</sup>, 2022**

**Sponsorship Commitment Level** (see Sponsorship Packet for details)

\_\_\_\_\_ **MKD Memorial Sponsor - \$5,000** in cash and valued services

\_\_\_\_\_ **Gold Sponsor - \$2,500** in cash and valued services

\_\_\_\_\_ **Silver Sponsor - \$1,000** in cash and valued services

\_\_\_\_\_ **“King of the Mountain” KOM Sponsor - \$500** in cash and valued services

\_\_\_\_\_ **Group/Team Sponsor - \$200** in cash and valued services

**Business Name & Address:**

**Organization’s Point of Contact: (Name, phone, email)**

**Signature and Date:**

Please provide a list of promotional or volunteer services your organization would be able to provide (e.g. corporate website, corporate newsletter, industry publications, social media promotion and support, etc.), along with appropriate contact information.

\* Please provide your organization’s logo in .eps/vector format, submitted to [info@tourdehope.org](mailto:info@tourdehope.org)

All Sponsorship payments are due on or before May 1<sup>st</sup>, 2022. Please mail checks to:

**Amy Johannes – Treasurer, Tour de Hope \* 14495 S. Summit St. \* Olathe, Kansas 66062**