



2023

**SPONSORSHIP
PACKET**

Ride:

05 07 2023 «

WHAT IS TdH?

2012

Since 2012, TdH has been one of KC's most distinctive, beautiful and fun bike rides.

2022

After virtual participation in 2020 and 2021 due to public health concerns surrounding the Covid-19 pandemic, we returned to an 'in person' format for our charity ride in 2022, and enjoyed great weather, new routes, new SAG's and our most successful post-ride, beer garden party ever.

TdH 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.

2023

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' (KOM) challenges for riders looking for a special challenge.



WHY SPONSOR TdH IN 2023?

BIKES ARE SMART BUSINESS*

45M

More than 45 million people ride bikes. That's more cyclists than people who participate in baseball, soccer, football, basketball, golf or racket sports.

41%

41% of cyclists have a household income of \$40-80K.

30%

30% have a household income of \$100K or more.

We consistently align our event with our sponsors' commitments to help the under served 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 \$225,000 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 11 years.

* Per the National Sporting Goods Assn.



WHAT IS THE HOPE CENTER?

1998

In 1998, transitioned from a grassroots movement to an official not-for-profit – an urban charter school for under served youth, focused on the old Oak Park, Ivanhoe, Palestine, and Santa Fe neighborhoods on Kansas City's east side.

2010

In 2010, THC founded Hope Family Care Center, the only primary care facility within three zip codes.

2011

In 2011, Hope Leadership Academy opened its doors as the only elementary school in the area.

**THC
VISION**

“To develop healthy communities where the vulnerable can flourish.”

**THC
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.





2023 TdH SPONSOR LEVELS

MIKE DARBY MEMORIAL	GOLD LEVEL	SILVER LEVEL	KOM LEVEL
<u>\$5,000</u>*	<u>\$2,500</u>*	<u>\$1,000</u>*	<u>\$500</u>*
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 registrations.

* Cash and valued services

ADDITIONAL SPONSORSHIP OPPORTUNITIES

VENDOR/GROUP SPONSORSHIPS

\$200*

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.

* Cash and valued services

**JOIN
US.**

We appreciate your
commitment to sponsorship
the 12th TOUR de HOPE
ride benefiting The Hope
Center of KC.

CONTACT

Leslie Pender, Treasurer
TOUR de HOPE Board of Directors
913.558.1766

penderles@yahoo.com

  **TOURdeHOPEKC**

TOURdeHOPEKC.org

HOPECENTERKC.org



2023

TdH SPONSORSHIP COMMITMENT FORM

05 07 2023 «

SPONSORSHIP COMMITMENT LEVEL (See Sponsorship Packet for details)

MD MEMORIAL SPONSOR

\$5,000*

GOLD SPONSOR

\$2,500*

SILVER SPONSOR

\$1,000*

KOM SPONSOR

\$500*

GROUP/TEAM SPONSOR

\$200*

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

All Sponsorship payments are due on or before May 1st, 2023.

Please mail checks to:

**Leslie Pender-Treasurer, TOUR de HOPE
10700 W. 96thPlace, Overland Park, KS 66214**

* Cash and valued services

2022 SPONSORS

GOLD



SILVER



BRONZE



THANK
YOU



**WE RIDE
IN MEMORY OF
TdH FOUNDER
MIKE DARBY**

Those lucky enough to have known Mike Darby knew how much he loved his dogs. Mike walked his dogs EVERY SINGLE DAY for miles without fail on the trails by Coach's on 103rd. That was what he was doing at 6:00 am that fateful morning when he was murdered-walking his dogs, Coach and Sadie. They were off-leash at the time but never left his side.

