



## The 2015 East Tosa Gran Prix

### SPONSORSHIP OPPORTUNITY

EAST TOSA ALLIANCE

[www.easttosa.org](http://www.easttosa.org)

On **June 28th 2015**, for the third year, **Wauwatosa** will host the series finale of the Seventh Anniversary, **Tour of America's Dairyland**, and the largest US Sanctioned Road Cycling event. Last year's event, inaugural to this community, was a stunning success with an estimated draw of nearly 20,000 spectators.

The Tour features national and international Pro Male and Female cyclists competing over 11 days at fascinating speeds! The East Tosa Gran Prix and neighboring district will host thousands of residents and visitors which enjoy the free and dramatic family event complemented by a Kid's race, local music, food, beverages neighborhood parties and more. A full day of action starts at 11am and finishes with the twilight professional race at 7pm.

#### Tour of America's Dairyland Spectator Demographics:

- 50% male / 50% female. Median age 38. (Come on, really? We're in our prime here!)
- Household median income is \$100,000 range.
- Typically college educated, professional and active in their community.

#### Sponsorship Opportunity - \$2,500 Sprinter Level *includes:*

- **Two Breezer Boards** with your full color logo for displayed along North Avenue for the entire race day. (Purchase additional breezer boards in blocks to really make a statement at \$250 each!)
- **One \$250 Sponsored Race Prime** (pronounced "preem" which is a race for prizes and cash within the overall race) and **lap sponsorship**. The sponsor's name and prize will be introduced during the race, while the prime is on, and from the Podium when the winner claims the prize. (*We consider in kind donations of your company's products and services up to \$300 in value in lieu of cash*).
- **Minimum of five, ten-second Sponsor announcements** during the race day.
- **Name and Logo** link on East Tosa page of Tour of America's Dairyland website. Check out [www.tourofamericasdairyland.com](http://www.tourofamericasdairyland.com)
- **Sprinter Sponsor VIP ride** for two in the Tour of America's Dairyland Pace Car.
- **Prominent name and logo on race day T-shirts**, and Five Logo Race T-shirts to share with friends & family.
- **Two** custom designed inaugural race day **promotional posters**, suitable for framing.
- **10 foot x10 foot space** for on-site presence. (You supply the tent, we supply the market place!)
- Run up to race day, "**East Tosa Gran Prix Shoutouts to our Sponsors**" on our **Facebook** and **Twitter** accounts promoting and linking your business to over 1,000 engaged and loyal followers. Our social media coverage within East Tosa, Tour of America's Dairyland, and media partners including original postings and content as well as reposting and re-tweets of relevant news & sponsor partner updates.



**The Agreement:**

**The 2015 East Tosa Gran Prix**

June 28, 2015

Sponsor Level: **\$2,500 Sprinter Level**

Sponsor Name: \_\_\_\_\_

Extras or in-kind donations? \_\_\_\_\_

Sponsor Contact Info: (for digital media, logo and race day coordination)

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Ph#: \_\_\_\_\_

Social Media Info (Facebook / Twitter): \_\_\_\_\_

Any cool ideas for Race day or interested in Volunteering somehow? Let us know here!

A timely payment allows us to meet our financial obligations and planning costs.

Please fill in your information and attach your sponsorship level check made out to

**The East Tosa Alliance Inc.**

Drop in the mail to:

East Tosa Alliance, Inc.  
c/o Amy Basile  
1847 N. 70<sup>th</sup> Street  
Wauwatosa, WI 53213

Thanks!

The East Tosa Alliance Inc, Board of Directors.

*The East Tosa Alliance Inc. is a volunteer-lead 501 c6 non-profit organization promoting East Tosa through events, education and general good covert fun & influence. Check out our social media presence on Facebook and Twitter.*