



MICHIGANDER BICYCLE TOUR PARTNERSHIP OPPORTUNITIES JULY 13-18, 2020

Trails are the ultimate gateway to sandy beaches, abundant wildlife, picturesque towns and the Great Lakes, and Michigan offers the most with over 13,000 miles of recreational trails. Every July, more than 500 bicycling enthusiasts gather to enjoy the Michigan summer on the Michigander Bicycle Tour. This classic cycling vacation is the ticket to an active lifestyle and terrific way to explore Pure Michigan.

The 29th Annual Michigander will **Tour the Tour Peninsulas**, using the vast trail network managed by TART Trails and MDNR including the Leelenau Trail, Sleeping Bear Heritage Trail and Betsey Valley Trail. Riders will explore the Old Mission Peninsula, Leelanau Peninsula and Sleeping Bear Dunes National Lakeshore while enjoying the towns of Traverse City, Stuttons Bay, Frankfort, Glen Arbor, Thompsonville and Lake Ann. The ride offers two 2-Day tours, a 6-Day tour, and daily ride options that highlight Michigan's multiuse trails system and back roads, pedaling through award-winning scenery in popular tourist destinations as well as towns off the beaten path. Riders camp at local schools and stay in hotels and inns along the way, flocking to each town during the evening, eager to explore local flavor, culture and eateries.

The Michigander is hosted by the Michigan Trails & Greenways Alliance, a 501(c)3 nonprofit and the statewide voice for nonmotorized trail users, helping people build, connect and promote trails for a healthier and more prosperous Michigan. Investing in trail tourism promotes a healthy, active lifestyle. According to a 2014 MDOT study, the annual impact of bicycling in Michigan totals \$668 million. With state support through the Pure Michigan Trail Network, there's never been a better time to invest in trails.

The Michigander Bicycle Tour is a tradition that gives riders an opportunity to reconnect with old friends and meet fellow cyclists. As we continue the tradition of exploring Michigan from two wheels, we are eager for you to join us. Please review the partnership opportunities for the Michigander Bicycle Tour.

SPONSORSHIP LEVELS

\$15,000 Platinum/Presenting Partner

- News release announcing presenting sponsor
- Logo on signage on all baggage trucks
- Recognition in monthly *Capitol Connection* newsletter for one year
- Four (4) 6-day or 2-day registrations for the Michigander Bicycle Tour
- PLUS all promotional features of the Gold package



**“ONE OF THE TOP 10 MULTI-DAY
RIDES IN AMERICA.”**
~ **Bicycling Magazine**

\$10,000 Gold Partner

- Three (3) 2-day or 6-day registrations for the Michigander Bicycle Tour
- Logo included twice in all route books
- Logo included on the bicycle jersey
- Logo included on the special individual signage at the event
- Featured as a partner on all printed and press materials for event
- Promotional materials in registration packet
- PLUS all promotional features of the Silver package



\$5,000 Silver Partner

- Two (2) 2-day or one (1) 6-day registration for the Michigander Bicycle Tour
- Logo on the event t-shirts
- Logo included in all route books
- Featured as a partner on all printed and press materials for event
- Vendor space at overnight facilities
- Promotional materials in registration packet
- PLUS all promotional features of the Bronze package



\$2,500 Bronze Partner

- Two (2) 2-day registrations for the Michigander Bicycle Tour
- Featured as a partner on all printed materials for event
- Logo in the route books
- Listed in all press materials related to the event
- Logo on signage at event
- Recognition on the MTGA website
- Recognition in Michigander article in *Capitol Connection* newsletter



\$500 SAG Stop Partner

- Logo in the route books
- Listed in all press materials related to the event
- Logo on signage at event
- Recognition on the MTGA website
- Recognition in Michigander article in *Capitol Connection* newsletter

RunSignUp Registration Website

Participants use the RunSignUp platform to register, research and purchase merchandise for the ride. All email correspondence and registration confirmations are sent to the riders via RunSignUp, all of which includes partner logos with links to their respective websites.

Note: All Platinum, Gold, Silver and Bronze Partners receive logo placement on RunSignUp registration website.

Important Information

- Supply all logos in **black and white and full color**
 - Print: CMYK, 300 DPI JPEG
 - Web: RGB, 72DPI, JPEG or PNG format, Transparent background
- Email all logos by April 1 to info@michigantrails.org
- Mail all promotional materials for rider registration bags by May 1 to the address at bottom.



MICHIGANDER PARTNER COMMITMENT FORM

Name _____

Company _____

Address _____

City, State, Zipcode _____

Website _____

Daytime Phone _____

Follow Up Contact _____

Email _____

Partner Level

Presenting/Platinum Partner \$15,000

Gold Partner \$10,000

Silver Partner \$5,000

Bronze Partner \$2,500

SAG Stop Partner \$500

Registration Website Partner Logo \$150

Total \$ _____

Check enclosed

Please invoice me for the full amount

Pay Online (see website address below)

Charge my credit card:

 Card number

Exp ___ / ___ Code _____

Payment Address & Contact Information

Make checks payable to the Michigan Trails & Greenways Alliance (EIN. 11-3725153)

By mail: Michigan Trails & Greenways Alliance
P.O. Box 27187
Lansing, MI 48909

Online: <https://michigantrails.org/getinvolved/join-us/donate-2/>
Select sponsorship under “Select your item” and then enter your sponsorship amount and complete payment form.

By email: info@michigantrails.org/517.485.6022



For additional ways to partner with the Michigan Trails and Greenways Alliance, please contact Amanda Hathaway Frattarelli, Assistant Director, amanda@michigantrails.org