

4TH ANNUAL "UTAH TOUR DE DONUT"

Presented by the Rotary Club of American Fork:



THE ROTARY CLUB
of American Fork, Utah

Playing upon the hype of one of the world's largest sporting events, the Tour de France, the Rotary Club of American Fork continues its annual fundraising event – The Utah Tour de Donut. This is a criterium-style bicycle race with a unique twist. Participants will ride three 7 mile loops with a mandatory stop at the start/finish area of each loop where they will have the opportunity to earn a three minute time deduction for each donut eaten.



**Come join us for a great time
and a great cause!
Families welcome.**

Check us out on:



FUN FOR ALL.



History

The inaugural Utah Tour de Donut was held in conjunction with American Fork Steel Days in July 2008. We anticipated approximately 100 participants and we exceeded our expectations with nearly 250 registered cyclists, including people from as far away as Texas, Nevada and Colorado. In 2009, 350 riders consumed over 1400 donuts. In 2010, we had over 480 riders consume 2,000 donuts! Many participants have indicated that this event was a highlight of the cycling year and are excited to return for this year's event. We are receiving inquiries daily via e-mail, local cycling shops and community leaders for information about this year's Tour de Donut. Registration for this year's event is underway with the number of registrants increasing daily.

Vision

The Utah Tour de Donut, while spoofing the Tour de France (which is held during the same time of year), has become a premier bicycling event. Our plan is to partner with sponsors who will gain quality exposure from our marketing efforts before, during and after the race.

Purpose

The Utah Tour de Donut is a fundraising effort of the Rotary Club of American Fork www.afrotary.org. A portion of the funds raised will be donated to the Huntsman Cancer Center located at the American Fork Hospital and Kona Bike Town-Africa. The Rotary Club of American Fork will also use a percentage of the funds raised for local humanitarian projects (e.g., scholarships for high school seniors, Amber Alert ID project, and improvements to Rotary Park, etc.)

Logistics

The race will be staged from North Pointe Business Park (www.northpointeaf.com) on the West side for the freeway in American Fork, Utah. This is a family friendly event with multiple divisions for age groups and gender, including team, tandem, individual adult and youth divisions. The registration fee includes a t-shirt (with the Tour de Donut logo and logos of participating sponsors), race entry fee, snacks (donuts), drinks, and prizes. Registration is underway and is handled online. We anticipate 600+ riders this year, increasing to 800+ riders in the years to come.

Rider Education

Last year, 29 white balloons were released in honor of Bunny Bradley. We continue to honor her life at this year's race. We as Rotarians value education, families, joy and life through humanitarian service. Last year just prior to our 2010 Tour de Donut our community lost another great cyclist due to a tragic accident: Bunny Bradley, 29 year old mother and life enthusiast. Working with Bunny's family we will do our part to help inform motorists of safety laws and families of safe trails and cycling habits all to strengthen the relationship between driver and rider.



Marketing and Sponsorship Levels

Marketing for Tour de Donut

Marketing efforts will include (but are not limited to) the following:

- SWAG bags for each participant (contents must be approved).
- ¼ page color ad in Cycling Utah (circulation 14,000 copies).
- Posters, fliers and brochures to all bike shops in Utah and select local businesses.
- Focused online marketing via social networking sites (*Facebook, Twitter, etc.*)
- Community Calendar, Newspaper advertising
- Press releases to local news and radio stations
- Exposure on www.utahtourdedonut.org
- Event listing on bicycling.com and cyclingutah.com
- Postings by premier local and international Bloggers (including but not limited to www.makeitworkmom.com and www.fatcyclist.com)
- Post race marketing to all participants and volunteers via email and other sources.



Sponsorships are available at the following levels:

Title Sponsorship - \$5,000*

- Sponsor's name will be included in the title of the event. (i.e. the ACME / AF. Rotary Club Tour de Donut)
- Sponsor will have exclusive logo placement on front of rider and volunteer shirts as well as rider bibs.
- Exclusive company placement in sponsor area on start/ finish line banners.
- Coordinated logo placement with video display of riders times at finish line.
- To be directly involved in day-of announcements and Closing Ceremonies awards presentations
- Title sponsor will also receive all benefits of platinum level sponsors plus an additional 10 riders for a total of 20 (these have the option to be divided into up to 4 five man teams).

Platinum Level - \$2,500*

- Large logo placement on the event t-shirts and rider numbers
- Prominent banner placement at event
- Booth at the event
- Name and logo on all printed publicity materials
- Top placement of name and logo (including a link) on the sponsors section of www.utahtourdedonut.org
- 10 free rider registrations.

Gold Level - \$1,500*

- Includes small placement one-color logo on event t-shirt
- Banner placement at the event
- Booth at the event
- Printed advertising and inclusion of name and logo (including a link) on the sponsors section of www.utahtourdedonut.org
- 5 free rider registrations.

Silver Level - \$750*

- Includes company name on event t-shirt and printed advertising. Name and link on sponsors section of www.utahtourdedonut.org
- Booth at the event

Donut Sponsor - \$750*

- Supplies donuts for event
- Branded signage at donut tables
- Name and link on sponsors section of www.utahtourdedonut.org
- Booth at the event

Awards Sponsor - \$500*

- Supplies awards/trophies to winning racers
- Awards to show sponsor's name
- Name and link on sponsors section of www.utahtourdedonut.org

GREAT CAUSES



Huntsman-
Intermountain
Cancer Center
American Fork Hospital



THE ROTARY CLUB
of American Fork, Utah

*Limit 1 Business Type per Sponsor level.

www.utahtourdedonut.org



The logo for the Utah Tour de Donut features a blue silhouette of a cyclist riding a bicycle. The cyclist is positioned above the word "utah" in a blue, sans-serif font. Below "utah" is the word "TOUR" in a large, bold, blue, sans-serif font. The letter "O" in "TOUR" is replaced by a stylized orange donut with white sprinkles. To the right of "TOUR" is the word "de" in a smaller, blue, sans-serif font. Below "TOUR de" is the word "DONUT" in a large, bold, blue, sans-serif font.

utah
TOUR de
DONUT



THE ROTARY CLUB
of American Fork, Utah

www.utahtourdedonut.org



2011 Utah Tour de Donut Sponsorship Commitment Form

www.utahtourdedonut.org



THE ROTARY CLUB
of American Fork, Utah

The Rotary Club of American Fork thanks you for your interest in sponsoring the Utah Tour de Donut. Proceeds support the Huntsman Cancer Center located at American Fork Hospital, Kona BikeTown-Africa, and local rotary projects such as the Amber Alert ID, and youth scholarships. Please complete the following form and submit it with your donation to a Rotary Club Member or mail to:

Utah Tour de Donut
C/O Rotary Club of American Fork
PO BOX 351
American Fork, UT 84003
info@utahtourdedonut.org

Business Name: _____

Contact Person: _____

Type of business: _____

Mailing Address: _____

City: _____

State: _____

Zip: _____

Phone number: _____

Website: _____

Email address: _____

Select your sponsorship level

- | | |
|---|--|
| <input type="checkbox"/> Title Sponsor (\$5,000) | <input type="checkbox"/> Donut Sponsor (\$750)* |
| <input type="checkbox"/> Platinum Sponsorship (\$2,500) | <input type="checkbox"/> Awards Sponsor (\$500)* |
| <input type="checkbox"/> Gold Level (\$1,500) | |
| <input type="checkbox"/> Silver Level (\$750) | |

Limit 1 Business type per sponsorship level.

*Only 1 sponsor per donut and awards category. Must have TdD Committee approval.

Please email your logo for website and printed materials to info@utahtourdedonut.org ASAP

Payment Method (credit card or PayPal will incur a 3% convenience fee):

Cash Check Credit Card PayPal

Amount Paid: _____

Authorized By: _____