

# 2017 Sponsorship Opportunities



5<sup>TH</sup> ANNUAL

Tour de Summer Camps

SUNDAY  
OCT. 29<sup>TH</sup>

Presented by  
The Rosalinde and Arthur  
Gilbert Foundation

BIKE OR HIKE



[tourdesummercamps.org](http://tourdesummercamps.org)





# Why sponsor Tour de Summer Camps?

**The Jewish Federation's 5th annual Tour de Summer Camps (TdSC)** is taking place on Sunday, October 29th. Through your generous sponsorship, you will play a big part in the success of the event while gaining valuable exposure to 500,000 Jewish community members across Los Angeles through our extensive event marketing efforts.

In 2016, our community fundraising event raised a total of \$1.25 million, making it possible for more than 1,500 children to have a transformative Jewish summer camp experience – many who would not otherwise be able to afford it.

This year, in addition to offering four amazing routes for cyclists of all skill levels at distances of 18, 36, 62, and 100 miles, we are adding the option to hike 1, 3, 6, or 9 miles and raise money to ensure a strong Jewish future. Last year, we had over 560 registered riders, and this year, we're expecting 1,000 participants including cyclists and hikers — exponentially increasing your brand awareness to every TdSC cyclist, hiker, volunteer, and spectator attending the day's activities, reaching beyond the Jewish community to a broad cross-section of Los Angeles.

Plus, your support will help cover the cost of the event so that all fundraising efforts go directly to giving more kids the invaluable experience of Jewish summer camp. Studies show that Jewish summer camp:

- Strengthens kids' Jewish identities
- Creates future leaders within the Jewish community
- Teaches campers to grow up to be more Jewishly engaged, connects children to Israel, and makes kids more likely to pass on Jewish values and traditions to their own kids



## **Participating camps that will benefit from this year's Tour de Summer Camps:**

Camp Akiba • Camp Alonim • Gan Yisroel West • Camp Gesher • Camp Gilboa • Gindling Hilltop Camp  
Kibbutz Bob Waldorf on the Max Straus Campus • Camp Hess Kramer • Camp JCA Shalom  
Moshava California • Camp Ramah • URJ 6 Points Sports Academy

For more information, please contact us at [Info@TourdeSummerCamps.org](mailto:Info@TourdeSummerCamps.org) or e-mail Mitch Hamerman at [MHamerman@JewishLA.org](mailto:MHamerman@JewishLA.org).

# Sponsorship Levels

## CENTURY SPONSOR \$100,000

- Premier Logo Placement on Homepage of Tour de Summer Camps Website
- Premier Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Premier Logo Placement on Starting Line/Finish Line Stage Banner
- Premier Logo Placement and Link on Sponsor Page of Website
- Premier Logo Placement on Event T-shirts (given to all who raise \$500+)
- Premier Name/Logo Placement on Posters, Flyers, and Print Ads
- Premier Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- Acknowledgement at Opening Ceremonies
- Two (2) Reserved Parking Spaces on Event Day (Auto)
- Four (4) Reserved Parking Spaces on Event Day (Bike)
- Opportunity to Include Promotional Item in Swag Bags
- Up to 6 Mentions in Social Media
- 10 Complimentary Cyclist or Hiker Registrations
- 2 Official TdSC Rider Jerseys or Hiking Pullovers
- 2 Official TdSC T-Shirts

## CAMP SPONSOR \$10,000

- Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Logo Placement on Starting Line/Finish Line Stage Banner
- Logo Placement and Link on Sponsor Page of Website
- Logo Placement on Event T-shirts (given to all who raise \$500+)
- Name/Logo Placement on Posters, Flyers, and Print Ads
- Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- One (1) Reserved Parking Space on Event Day (Auto)
- Two (2) Reserved Parking Spaces on Event Day (Bike)
- Opportunity to Include Promotional Item in Swag Bags
- Up to 2 Mentions in Social Media
- 4 Complimentary Cyclist or Hiker Registrations
- 2 Official TdSC Rider Jerseys or Hiking Pullovers
- 2 Official TdSC T-Shirts

## HIKE SPONSOR \$100,000

- Premier Logo Placement on Homepage of Tour de Summer Camps Website
- Premier Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Premier Logo Placement on Starting Line/Finish Line Stage Banner
- Premier Logo Placement and Link on Sponsor Page of Website
- Premier Logo Placement on Event T-shirts (given to all who raise \$500+)
- Premier Name/Logo Placement on Posters, Flyers, and Print Ads
- Premier Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- Acknowledgement at Opening Ceremonies
- Two (2) Reserved Parking Spaces on Event Day (Auto)
- Four (4) Reserved Parking Spaces on Event Day (Bike)
- Opportunity to Include Promotional Item in Swag Bags
- Up to 6 Mentions in Social Media
- 10 Complimentary Cyclist or Hiker Registrations
- 2 Official TdSC Rider Jerseys or Hiking Pullovers
- 2 Official TdSC T-Shirts

## CYCLE SPONSOR \$5,000

- Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Logo Placement on Starting Line/Finish Line Stage Banner
- Logo Placement on Sponsor Page of Website
- Logo Placement on Event T-shirts (given to all who raise \$500+)
- Name/Logo Placement on Posters, Flyers, and Print Ads
- Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- One (1) Reserved Parking Space on Event Day (Auto)
- Two (2) Reserved Parking Spaces on Event Day (Bike)
- Opportunity to Include Promotional Item in Swag Bags
- 1 Mention in Social Media
- 2 Complimentary Cyclist or Hiker Registrations
- 2 Official TdSC Rider Jerseys or Hiking Pullovers
- 2 Official TdSC T-Shirts

## BREAKAWAY SPONSOR \$25,000

- Logo Placement on Homepage of Tour de Summer Camps Website
- Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Logo Placement on Starting Line/Finish Line Stage Banner
- Logo Placement and Link on Sponsor Page of Website
- Logo Placement on Event T-shirts (given to all who raise \$500+)
- Name/Logo Placement on Posters, Flyers, and Print Ads
- Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- Acknowledgement at Opening Ceremonies
- One (1) Reserved Parking Space on Event Day (Auto)
- Four (4) Reserved Parking Spaces on Event Day (Bike)
- Opportunity to Include Promotional Item in Swag Bags
- Up to 4 Mentions in Social Media
- 6 Complimentary Cyclist or Hiker Registrations
- 2 Official TdSC Rider Jerseys or Hiking Pullovers
- 2 Official TdSC T-Shirts



2016 Official Rider Jersey

# Event Day Sponsorships

## Lunch Sponsor \$15,000

- Your company's logo prominently featured on Post-Ride Lunch and Celebration signage
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor Benefits**

## Mile Markers Sponsor \$15,000

- Your company's logo displayed on each marker on the cycling courses and hiking routes
- **PLUS, all Cycle Sponsor Benefits**

## Breakfast Sponsor \$10,000

- Your company's logo prominently featured on the Breakfast's signage
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor benefits**

## Start Line Sponsor \$10,000

- Your company's logo prominently featured on the Start Line area signage
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor benefits**

## Finish Line Sponsor \$10,000

- Your company's logo prominently featured on the Finish Line area signage
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor benefits**

## Official Water Sponsor \$10,000

- Your company's logo prominently featured at all Rest Stops and Water Stations
- All water bottles branded with company logo
- **PLUS, all Cycle Sponsor benefits**

## Volunteer Sponsor \$15,000

- Company's logo featured on all TdSC Volunteer T-Shirts
- Company's logo featured on TdSC Information Banner at the venue
- **PLUS, all Cycle Sponsor benefits**

## Wellness Expo Sponsor \$15,000

- Your company's logo prominently featured on Wellness Expo signage
- **PLUS, all Cycle Sponsor benefits**

## Official Vehicle Sponsor \$10,000

- Company's logo featured prominently on all TdSC vehicles on the Route and Venue
- **PLUS, all Cycle Sponsor benefits**

## Entertainment Sponsor \$10,000

- Company name featured prominently at Entertainment area post-ride and hike
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor benefits**

## Registration Sponsor \$10,000

- Your company's logo prominently featured at the Registration Tent area signage
- Opportunity to distribute promotional materials or samples
- **PLUS, all Cycle Sponsor benefits**

## Parking Sponsor \$10,000

- Main parking lot named after company
- Your company's logo featured prominently on all directional and promotional signage
- **PLUS, all Cycle Sponsor benefits**

## Team Sponsor \$3,600

- Company logo on venue signage
- Company logo on sponsor page of website
- 1 Official TdSC Rider Jersey or Hiking Pullover per sponsor
- 1 Official TdSC T-Shirt per sponsor

## Rest Stop Sponsor \$2,500

- Logo featured on signage at all of our cycling Rest Stops
- Company logo on sponsor page of website
- 1 Official TdSC Rider Jersey or Hiking Pullover per sponsor
- 1 Official TdSC T-Shirt per sponsor

## Bike Parking Sponsor \$2,500

- Logo featured on signage at all of our bike parking areas
- Company logo on sponsor page of website
- 1 Official TdSC Rider Jersey or Hiking Pullover per sponsor
- 1 Official TdSC T-Shirt per sponsor





# Thank You to Our 2016 Sponsors

## Presenting Sponsor

The Rosalinde and Arthur Gilbert Foundation

## Century Sponsors

Debbie & Mark Attanasio

Julie & Marc Platt

Anthony and Jeanne Pritzker Family Foundation

## Breakaway Sponsors

Judy & Bernard Briskin Family Foundation

Alyce & Phil de Toledo

The Diane and Guilford Glazer Foundation

## Mile Marker Sponsor

Held Properties, Inc.

The Held Family Foundation

## Start Line Sponsor

Freeman Group, Inc.

## Breakfast Sponsor

The Cayton Family

## Camp Sponsor

TRIBE Media/The Jewish Journal

## Water Bottle Sponsor

BH Properties

## Official Bike Shop

Helen's Cycles

## Bike Rental Sponsor

Marilyn Ziering

## Official Pace Car

Lexus Santa Monica

## In-Kind Sponsors

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## Cycle Sponsors

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## Team Sponsors

Shawn Evenhaim and Naty Saidoff – IAC

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Decron Properties – Moshava California



For more information, please contact us at [Info@TourdeSummerCamps.org](mailto:Info@TourdeSummerCamps.org) or e-mail Mitch Hamerman at [MHamerman@JewishLA.org](mailto:MHamerman@JewishLA.org).

