

SKECHERS



Tour de Pier™

Ride in place. Move charity forward.



2017 SPONSORSHIP OPPORTUNITIES

May 21, 2017 • Manhattan Beach Pier

TourdePier.com



WE ARE PLEASED TO INVITE YOU TO PARTICIPATE IN THE 5th Annual Tour de Pier, Sunday, May 21, 2017 ON THE STRAND OVERLOOKING THE ICONIC MANHATTAN BEACH PIER.

RIDE IN PLACE

Inspire fundraising in our community with the chance to ride in place with an ocean view. Our location on The Strand is one of the most visible spots in Southern California. Plus, the 5 hour stationary event offers sponsors a one-of-a-kind opportunity for an interactive, emotional connection with participants. The foot traffic alone presents a terrific opportunity to market your brand to a consumer that enjoys or aspires to live a healthy lifestyle.

MOVE CHARITY FORWARD

As a business, you give back to the community. Your unique giving story is part of what sets your business and your brand apart. And your customers want to hear that story: At least 53% of consumers choose to do business with companies they believe are focused on giving to the greater good.

GET INVOLVED

Cancer is the second most common cause of death in the US, accounting for nearly 1 of every 4 deaths. Cancer has impacted everyone, including you and your employees. Whether you are a large corporation or a small business looking to make an impact and involve your team in the experience, we have a variety of effective sponsorship levels to choose from. Please review this sponsorship packet for opportunities that best fit your company. Customized sponsorship opportunities can be tailored to meet your needs and align with your internal marketing efforts.

HELP SUPPORT OUR CHARITIES



We've got brain cancer surrounded.



HIRSHBERG FOUNDATION
FOR PANCREATIC CANCER RESEARCH



EVENT GROWTH & STATISTICS

Our Numbers Keep Growing!

NATIONAL PARTICIPATION: Arizona, California, Colorado, Florida, Georgia, Hawaii, Illinois, Louisiana, Massachusetts, Minnesota, Missouri, Nevada, New Jersey, Oregon, Pennsylvania, Puerto Rico, Texas, Utah, Washington



	2013	2014	2015	2016
TEAMS	171	227	286	307
TOTAL PARTICIPANTS	679	905	1097	1419
GOAL	\$250,000	\$500,000	\$750,000	\$1,000,000
REVENUE	\$338,306	\$540,388	\$912,174	\$1,134,258

DEMOGRAPHICS

Age	2013	2014	2015	2016
>18	29	54	72	119
19-30	94	128	179	219
30-39	144	224	273	290
40-49	262	285	337	479
50-59	122	169	189	232
60<	26	45	47	80

JOIN OUR CORPORATE SPONSORS*

Past Major Sponsors Include:

SKECHERS



Bristol Farms
Your Extraordinary Food Store

THE STRAND HOUSE®

Bank of America
Merrill Lynch



UCLA Health



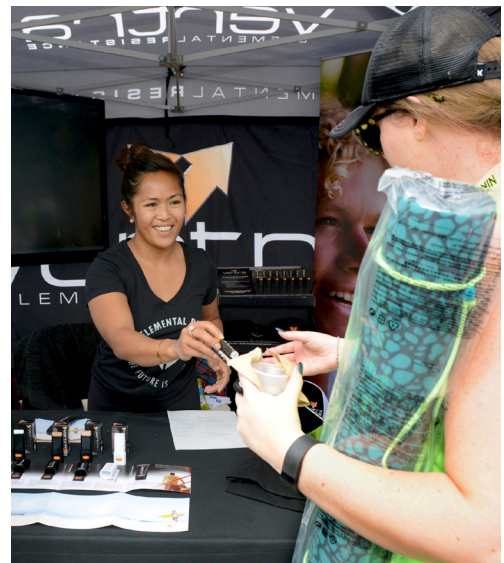
BNY MELLON
WEALTH MANAGEMENT

With Additional Generous Support From:

- AT&T
 - AIG
 - Arthur J. Gallagher & Co.
 - CBRE
 - Chevron
 - CJT Law
 - Clifbar
 - Colliers International
 - Helen's Cycles
 - Donahue Horrow LLP
 - Downtown Manhattan Beach
 - Business District
 - ENI-JR286
 - EP Wealth Advisors
 - Ernst & Young
 - Ford Motor Company
 - Fresh Brothers
 - Grimaldi's Brick Oven Pizza
 - Intrepid Investment Bankers LLC
 - IWP Wealth Management
 - Kinecta
 - KIND Snacks
 - LA Car Guy
 - Loeb & Loeb LLP
 - Merrimack
 - Manhattan Beach Toyota
 - McKool Smith Hennigan
 - Michelob Ultra
 - My Gym
 - Neutrogena
 - Providence Little Company of Mary
 - Pear Sports
 - RBC Wealth Management
 - StageOne Sports
 - Shade Hotel
 - Solamere Capitol
 - Southbay Magazine
 - Spy Optic
 - Tomaro Design Group
 - Torrance Memorial Medical Center
 - The Beach Reporter
 - The Strand House
 - Willis
 - Vertra
- *Partial list

SPONSORS IN ACTION

AT TOUR DE PIER'S HEALTH & FITNESS EXPO



PRESS & MEDIA HIGHLIGHTS



TV & RADIO

KABC Morning News (TV)
KABC 7 Day Planner (TV)
KCAL9 News (TV)
KTLA Morning News (TV)
KFWB News Radio (Radio)
KMEX News Radio (Radio)
Radio Disney (Radio)
KLAC - AM570 (Radio)
KRRL - FM 92.3 (Radio)
KYSR - FM 98.7 (Radio)
KIIS - FM 102.7 (Radio)
Manhattan Beach 360 (Radio)

PRINT

South Bay Magazine (108,000)*
South Bay Home (108,000)*
Easy Reader (50,000)*
Raceplace (41,000)*
Beach Magazine (50,000)*
Beach Reporter (44,000)*
LA Business Journal (57,500)*
MB Life (36,000)*
LA Marathon Guide (90,000)*
UCLA Vital Signs (1,686,000)*

*Circulation

AWARDS

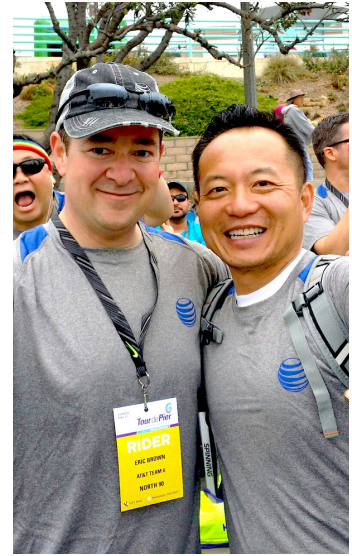
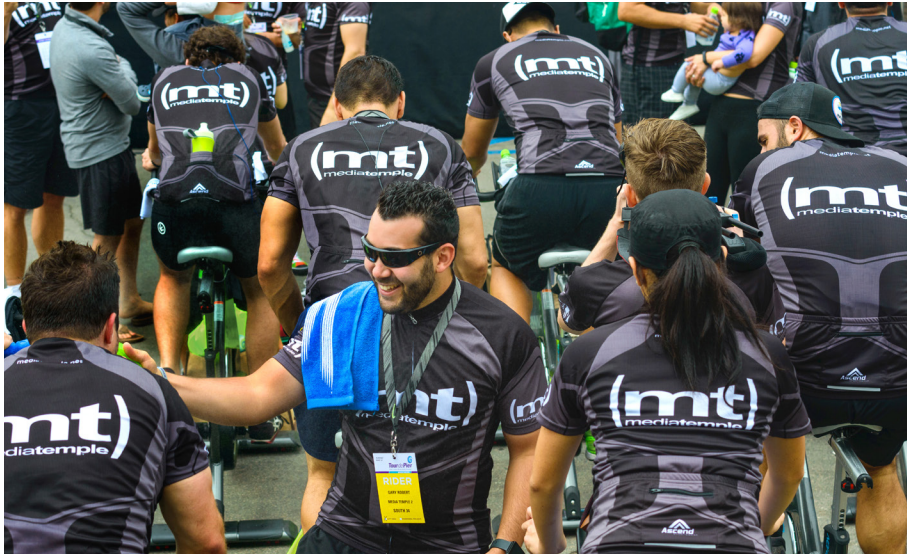
LA Business Journal Non Profit Award
(Finalist: Project Collaboration of the Year)
California Association of Parks & Recreation
(Winner: Outstanding Special Event)
Best of Manhattan Beach (Chamber of
Commerce Finalist: Best Community Event)

SPONSORSHIP & EXHIBITOR LEVELS

		Title	Presenting	Yellow Jersey	TV
EVENT DAY	Donation Amount	\$200,000	\$100,000	\$25,000	\$12,500
	VIP Team Tent	2	1	No	No
	Registered Bikes	5	5	3	3
	Event Shirt	with TdP Logo	Top Placement	Preferred Placement	Logo
	Sponsor Thank You Banners	with TdP Logo	Top Placement	Logo	Logo
	Sponsor - Provided Banner Placement	with TdP Logo	Premium Location	Yes	Yes
	Sponsor Thank You Announcement	Main Stage w/Guest	Main Stage w/Guest	Announcement	Announcement
	Expo Area Space	PremiumExpo Space	PremiumExpo Space	Expo Space	Expo Space
	Sponsor Materials in Gift Bag	Yes	Yes	Yes	Yes
	Appreciation Reception Invite	Yes	Yes	Yes	Yes
	Logo on Website	with TdP Logo	Home Page	Home Page	Home Page
	Social Media	Sponsor Feature Story	Sponsor Feature Story	Sponsor Mention + Link	Sponsor Mention + Link
	Green Jersey	Polka Dot Jersey	White Jersey	Exhibitor / Gift Bag	
EVENT DAY	Donation Amount	\$10,000	\$5,000	\$2,500	\$750
	VIP Team Tent	No	No	No	No
	Registered Bikes	2	1	1	No
	Event Shirt	Logo	Logo	Name	No
	Sponsor Thank You Banners	Logo	Logo	Name	No
	Sponsor - Provided Banner Placement	Yes	Yes	Yes	On 10'x10' Canopy
	Sponsor Thank You Announcement	Announcement	Announcement	Announcement	Announcement
	Expo Area Space	Expo Space	Expo Space	Expo Space	Exhibitor (Yes)
	Sponsor Materials in Gift Bag	Yes	Yes	Yes	Gift Bag (Yes)
	Appreciation Reception Invite	Yes	Yes	No	No
	Logo on Website	Yes	Yes	Yes	No
	Social Media	Sponsor Mention + Link	Sponsor Mention + Link	Sponsor Mention + Link	Sponsor Mention + Link

Goodie bag inserts can be product samples or items like pens, key chains, magnets, etc. Delivery of 2,000 units is needed by May 1st, to be included in gift bags.

TAKE THE COMPANY TEAM CHALLENGE!



As part of your sponsorship, your company can create a team and we'll provide the essential tools to make it easy for everyone to become champions for a cure.

Whether it's from the board room to the break room, build a strong sense of community spirit by rallying your employees in the fight against cancer.

Your Company Team Can Win Prizes:

- **Most # of Bikes**
- **Highest FUNDriving Team**

Both teams will receive an award, premium bike placement, on-stage recognition and, most importantly, a full year of bragging rights. Your corporate participation in the Tour de Pier will not only contribute to the fight against cancer, but will also help build a strong sense of both company and community spirit amongst your team members.

Enjoy a VIP Cabaña

Ideal for companies or large teams that want a unique meeting place for their group to relax before or after their ride. Includes: 10'x10' furnished tent with snacks and water provided; purple carpet and a banner with your team or company logo on it.

Cost: \$2,500

Limited Space Available