



**20TH ANNUAL MERITAN MOONLIGHT  
CLASSIC BIKE TOUR BENEFITTING MERITAN**

**AUGUST 24, 2019**

**RICHARD & ANNETTE BLOCH  
CANCER SURVIVORS PARK**

*This was my first organized ride. I enjoyed the ride  
and the cheering of the volunteers. Overall great  
first experience for me! See y'all next year!!!*

-2018 Bike Tour participant

**CORPORATE SPONSORSHIP PACKAGE**

# About the 20th Annual Meritan Moonlight Classic Bike Tour

*"It is literally the only ride of its kind. I love to ride right down the major roads that I'd otherwise not get to ride on. I like the funkiness of the glow sticks and lights. Oh, and definitely the donuts!"*

-2017 Bike Tour participant



The 20th Annual Moonlight Classic Bike Tour is an annual fundraising event for Meritan. This year, our ride is back in East Memphis and will start and finish at Richard & Annette Bloch Cancer Survivors Park. This year's theme is "901!" We will have local food, local beer, local entertainment, and games for our riders at the tailgate!

Meritan provides health, life, and social services to at-risk populations of all ages across four states. Services include specialized foster care, on-the-job training and career services for low income seniors, home health, in home non-medical personal care, and independent and support services for people with developmental and intellectual disabilities. Meritan is also a proud member of the Memphis area Coordinated Response to Elder Abuse team.



Meritan's Mission: "Improve well being and promote independence throughout life's stages with quality and compassion."

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



## MARKETING

**800+ CYCLISTS**

- 85,000+** EMAIL SUBSCRIBERS
- 40,000+** FACEBOOK AD REACH
- 25,000+** D. THOMAS BLVD. SIGN DRIVERS PASS DAILY
- 3,000+** BIKE TOUR FLYERS
- 2,000+** DIRECT MAIL
- 1,500+** T-SHIRTS
- 100** POSTERS



## RIDER DEMOGRAPHICS

**FAMILY MEDIAN INCOME:**  
**\$76,500**

**AVERAGE HOUSEHOLD INCOME:**  
**\$65,000**

**CHILDREN PARTICIPATE:**  
**100+**

**MALE: 50%    FEMALE: 50%**

**AVERAGE AGE:**  
**25-46**

**AVERAGE EDUCATION LEVEL:**  
**BACHELOR'S DEGREE**

**INTERESTS:**  
**HEALTH & FITNESS;  
FAMILY;  
CHARITY**

# SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor

Headlined as “Presented By” on all Meritan Moonlight Bike Tour materials

\*Exclusive to one sponsor

*Level \$10,000*

## Registration Sponsor

Get noticed right away when people arrive to sign in or pick up their packet .

*Level \$5,000*

## Route Sponsor

Great visibility! Get your logo on our sign on Danny Thomas Blvd. where over 25,000+ driver pass daily.

*Level \$3,500*

## Start Line Sponsor

Send the riders off your way! You have the opportunity to interact with all of the riders at your Start Line Booth.

*Level \$2,500*

## Water Stop Sponsor

Get face-to-face with riders by sponsoring a water stop. This is a great way to feature a new product and promote your business.

*Level \$1,500*

## Mile Marker Sponsor

Encourage and help the riders along the route while promoting your business!

*Level \$750*

## Return on your investment

- Receive community visibility both pre-tour and day of event
- Reach an audience of 1,500+ on event day
- Showcase and test-market products to a highly targeted audience
- Build employee morale & demonstrate company community commitment

## Fill out the Sponsorship Commitment Below:

Organization: \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

## Please select your sponsorship level:

- Presenting Sponsor (\$10,000)
- Registration Sponsor (\$5,000)
- Route Sponsor (\$3,500)
- Start Line Sponsor (\$2,500)
- Water Stop Sponsor (\$1,500)
- Mile-Marker Sponsor (\$750)



	PRESENTING	REGISTRATION	ROUTE	START LINE	WATER STOP	MILE MARKER
	\$10,000	\$5,000	\$3,500	\$2,500	\$1,500	\$750
“Presented By” on all Marketing Materials	<input type="radio"/>					
Logo on 3,000 advertising pieces to cyclists	<input type="radio"/>					
Logo on Event Merchandise	<input type="radio"/>	<input type="radio"/>				
Opportunity to host Packet Pick-Up at your place of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Company name announced at event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Logo on Signage on Meritan property at Danny Thomas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Logo on all Route Maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Opportunity for Company Representative to speak at	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Logo in all print ads (Deadline 06/14/19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Logo on Start Line Banner (Deadline 06/14/19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Booth in start/finish area (size of two parking spaces)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Logo on Event Posters & T-Shirts (Deadline 07/01/19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Booth at water stop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Banners displayed at event (provided by sponsor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Logo on Mile-Marker Poster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Logo, link, and mentions on	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Logo and link on Meritan.org	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employee volunteering opportunity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Complimentary bike tour entries	20	15	10	5	2	