



**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

VENDOR 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



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: FEMALE:

50%

50%

AVERAGE AGE:

25-46

AVERAGE EDUCATION LEVEL:

BACHELOR'S DEGREE

INTERESTS:

HEALTH & FITNESS;

FAMILY;

CHARITY

SPONSORSHIP OPPORTUNITIES

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

Vendor Benefits and Fee:

- Size of two parking lot spaces
- Two complimentary 2019 Moonlight Classic Bike Tour registrations
 - Must submit registration information to Chessie Biggam at chessiebiggam@meritan.org by August 9th at 4:00 p.m.

Fee of \$150.00

The Bike Shop with the most registrants will win the 1920s Vintage Cycling Cup, and get to place it in their shop until the next Moonlight Classic Bike Tour!

Fill out the Vendor Commitment Below:

Organization: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

Moonlight Tailgate Vendor (\$150.00 value)

If you have any questions or would like to give us feedback, please contact Chessie Biggam at chessiebiggam@meritan.org