



2025 Tour de Dirt Series Sponsorship Agreement

The Oklahoma Tour de Dirt mountain bike championship series has been in existence since 1997 and is the longest running mountain bike race series in the United States, celebrating its 28th year in existence this year. This season, we've got 8 races at great venues on the calendar. We've also rebranded and are introducing electronic race timing to the series. We'd love for you to join us in this exciting season and be a part of the Tour de Dirt community!

To provide essential funding and enhance credibility for Tour de Dirt (TdD), while promoting mountain biking, racing, community spirit, and a healthy lifestyle, we are seeking your sponsorship. Through your support, we will collaboratively promote both the sport and your business, increasing visibility and expanding your reach to a dedicated audience. We are thrilled to announce that Tour de Dirt is now a 501(c)(3) organization, and we can provide a receipt for your charitable donation upon request.

Sponsorship is offered at several levels, which is explained further on the following pages of this agreement. Please indicate your sponsorship level and provide your information and signature below. This sponsorship agreement will remain in place until the end of the 2025 race season.

Which sponsorship level would you like?

Business Name:

Address:

Email: _____ Phone: _____

Printed Representative Name: _____ Title: _____

By signing this agreement, I agree to pay my sponsorship amount and provide a signed Sponsorship Agreement no later than **Friday, January 31st, 2025**. *Note that in-kind donations and post-season opener sponsorships can be received throughout the race season.* I am authorized to act on behalf of the above-listed business. I further authorize Tour de Dirt and its agents to use my logo and company image at its races/events, and on social media and where otherwise appropriate to do so.

Signature: _____

Payment can be made either by electronic payment (we will email you an invoice to make payment from), or by check. Contact us for mailing instructions. E-mail signed agreement to debbie@oklahomaracecompany.com.

Please provide a logo of sufficient quality that will be used for promotional items such as social media, posters, jerseys, etc., *if you have not done so already*. Tour de Dirt will make every effort to adhere to trademark rules and be respectful in representing your brand and to how your logo is used. Logos can be sent via e-mail to debbie@oklahomaracecompany.com.

Sponsorship Levels

\$200 (Tier 1 Series Sponsorship)

- Your logo will go on the Tour de Dirt web site where we will list all sponsors and a link to your website or social media page of your choice.
- Your logo will go on all the BikeSignUp race sites as a series sponsor.
- You will get a sponsor mention on all Tour de Dirt social media pages.
- A small sized logo will on the 2025 Series Sponsor Banner that is displayed at each race.

\$400 (Tier 2 Series Sponsorship)

- Your logo will go on the Tour de Dirt web site where we will list all sponsors and a link to your website or social media page of your choice.
- Your logo will go on all the BikeSignUp race sites as a series sponsor.
- You will get a sponsor mention on all Tour de Dirt social media pages.
- A medium sized logo will on the 2025 Series Sponsor Banner that is displayed at each race.
- A small feather flag with your logo will be displayed at each race.

\$600 (CAT1 Race Plate Sponsorship) (1) available

- Your logo on every Cat 1 plate sold to racers.
- Your logo will go on the end of year championship jersey.
- Your logo will go on the Tour de Dirt web site where we will list all sponsors and a link to your website or social media page of your choice.
- Your logo will go on all the BikeSignUp race sites as a series sponsor.
- You will get a sponsor mention on all Tour de Dirt social media pages.
- A medium sized logo will on the 2025 Series Sponsor Banner that is displayed at each race.
- Previous title sponsors will be granted the right of first refusal for the sponsorship renewals the following year of sponsorship.

\$600 (CAT2 Race Plate Sponsorship) (1) available

- Your logo on every Cat 2 plate sold to racers.
- Your logo will go on the end of year championship jersey.
- Your logo will go on the Tour de Dirt web site where we will list all sponsors and a link to your website or social media page of your choice.
- Your logo will go on all the BikeSignUp race sites as a series sponsor.
- You will get a sponsor mention on all Tour de Dirt social media pages.
- A medium sized logo will on the 2025 Series Sponsor Banner that is displayed at each race.
- Previous title sponsors will be granted the right of first refusal for the sponsorship renewals the following year of sponsorship.

\$600 (CAT3 Race Plate Sponsorship) (1) available

- Your logo on every Cat 3 plate sold to racers.
- Your logo will go on the end of year championship jersey.
- Your logo will go on the Tour de Dirt web site where we will list all sponsors and a link to your website or social media page of your choice.
- Your logo will go on all the BikeSignUp race sites as a series sponsor.
- You will get a sponsor mention on all Tour de Dirt social media pages.
- A medium sized logo will on the 2025 Series Sponsor Banner that is displayed at each race.
- Previous title sponsors will be granted the right of first refusal for the sponsorship renewals the following year of sponsorship.

\$600 (Kid Kup Race Plate Sponsorship) (1) available

- Your logo on every Kids Kup plate sold to racers.
- Your logo will go on the end of year championship jersey.
- Your logo will go on the Tour de Dirt web site where we will list all sponsors and a link to your website or social media page of your choice.
- Your logo will go on all the BikeSignUp race sites as a series sponsor.
- You will get a sponsor mention on all Tour de Dirt social media pages.
- A medium sized logo will on the 2025 Series Sponsor Banner that is displayed at each race.
- Previous title sponsors will be granted the right of first refusal for the sponsorship renewals the following year of sponsorship.

Custom Sponsorship

- At this level sponsors receive all benefits of Tier 1 and 2 sponsors PLUS whatever custom idea we can come up with. We can work together to develop a customized sponsorship package that fits your shop or business. ***Custom Tiers levels must be approved by the Tour de Dirt Race Board of Directors.**

In-Kind Sponsorship Opportunities

In-kind sponsorships are welcomed and appreciated, offer great visibility for your brand or business, and enhance the race experience. These sponsorships can be targeted to one race (this sponsorship would be recognized at the specific race) or spread across all races depending on the amount of donation. In-kind donation examples are:

- **Food and Beverages:** Protein bars, energy gels, snacks, bottled water, sports drinks.
- **Merchandise:** T-shirts, hats, water bottles, socks, or other branded items.
- **Prizes:** Gift cards, bike accessories, or gear.
- **Facilities:** Use of a venue, tents, tables, chairs, or portable restrooms.

Additionally, post-season opener sponsorships are available and can be used for items such as custom Tour de Dirt water bottles, socks, hats, or top caps that feature your logo, as an example. These items serve as great mementos from the races! You can either have them made or donate the funds to have them made and we will obtain them for you. Note that there may be long lead times to place orders on custom swag so make sure to contact us well before the end of the season to let us know your sponsorship intentions.

THANK YOU FOR YOUR SUPPORT!