



11TH ANNUAL TOUR DE TOAD BIKE RIDE SPONSORSHIP OPPORTUNITIES

A family-friendly event benefiting Literacy Action of Central Arkansas

Customers like to support businesses that give back to their local community. Show your customers you care by sponsoring the **11th Annual Tour de Toad Bike Ride**. Literacy Action of Central Arkansas, a local nonprofit organization, will be hosting this bike ride on **Saturday, May 5, 2018 at the Conway Municipal Airport** to benefit its students. Every day, Literacy Action empowers communities by teaching reading and writing skills to adults and families to lift them out of poverty.

Take advantage of one of our sponsorship opportunities. The 300+ riders expected to participate in the 10-mile (Family), 25-mile (Intermediate), or 50-mile (Advanced Half-Century) ride will see your company's name and logo throughout the day during the event and even more during promotions for the event!

BULL FROG PRESENTING SPONSOR \$5,000

- Featured in press release and promotions as presenting sponsor
- Company name and logo on all marketing materials targeted toward:
 - Fitness groups and centers, bike clubs, bike shops, bike rides
- Company name and logo in all online communications:
 - Social media, Literacy Action website, newsletter
- Company-supplied banner with name and logo displayed at finish line
- 8 individual rider registrations

TOAD PRINCE SPONSOR \$2,500

- Included in press release and promotions as sponsor
- Company name and logo on all marketing materials targeted toward:
 - Fitness groups and centers, bike clubs, bike shops, bike rides
- Company name and logo in all online communications:
 - Social media, Literacy Action website, newsletter
- Company name and logo included on finish line banner
- 6 individual rider registrations

TOADLET SPONSOR \$1,000

- Included in press release and promotions as sponsor
- Company name and logo on Literacy Action website and newsletter
- Company name and logo included on finish line banner
- 4 individual rider registrations

POLLIWOG SPONSOR \$500

- Included in press release and promotions as sponsor
- Company name and logo included on finish line banner
- 2 individual rider registrations

Please contact **Morgan O'Neil** for all sponsorship opportunities at moneil@literacyactionar.org or 501-372-7323.