



Photos from previous Tour de Komen events

Le Tour de Komen

Fight Today, for Those Fighting for Tomorrow

Kyle Vannoni lost his mother to breast cancer when he was only 12 years old. On that day, he made a vow that he would fight to ensure that no other child would have to lose a parent to breast cancer. That year, Kyle formed his first Wabash Valley Race for the Cure team in honor of his mom Peggy, and his aunt Judy Divine, who he also lost to breast cancer.

Every year since for the last 27 years, Kyle has captained his own team.

Raising upwards of \$225,000, he became one of the most prominent advocates for those in his community fighting breast cancer. In 2017, he set his sights even higher and created his own event to raise more funds and awareness for the cause. The Tour de Komen - now in it's 7th year running - has raised over \$300,000 to benefit Susan G. Komen.



Join Us

For the **ONLY Komen cycling event in the Midwest!**

Are you a cyclist on a mission?

The Tour de Komen is a yearly, 100-mile cycling event in Indiana, raising critical funds for Susan G. Komen. We are looking for cyclists from all over the Midwest Region to join us in an opportunity to grow this amazing event.

Saturday, September 23, 2023

Beginning in Fishers, Indiana; ending in Terre Haute, Indiana



Our Impact



“Thank you, Kyle. The Tour de Komen inspired me to ride, and you personally led the group to help me complete my first century ride!”

- JOHN K.

“Thank you so much for all you do to raise funds and awareness for breast cancer! My daughter had no insurance and because of people like you, was able to get a free mammogram, which found she had breast cancer. That free mammogram saved her life!”

- CHERYL B.

Susan G. Komen
MORE THAN PINK WALK®

Le
de Tour
Komen

Presenting Partnership Benefits \$10,000 Investment

RAISE FUNDS FOR TOUR DE KOMEN AND BENEFIT YOUR LOCAL MARKET

COMPANY VISIBILITY

- Company logo on all cyclist bibs
- Company logo placement on event banner
- Company logo on SAG vehicles
- Listed in Tour de Komen press release
- Company logo and feature on Tour de Komen social media
- Company recognition on cyclist jersey and short
- Recognition on Tour de Komen poster and any print media
- Recognition on commemorative event t-shirts
- Listed as Presenting Sponsor on the Tour de Komen website
- Inclusion in all Tour de Komen emails, including post-event email

RIDE DAY RECOGNITION

- 10x10 Sponsor tent/table at Finish Line
- Company representative to speak at the Finish
- Logo inclusion on Finish Line banner
- Recognition during ride day activities
- Logo recognition on 6 Mission Moment yard signs throughout route and at Finish
- Complimentary ride registration fee (6)
- Logo on magnet applied to TDK RV or Engine of Hope
- Create a company cycling team to participate in TDK
- Corporate banner displayed at La Ville de Riders tent at the Finish (company provided)



Busdog Partnership Benefits

\$7,000 Investment

RAISE FUNDS FOR TOUR DE KOMEN AND BENEFIT YOUR LOCAL MARKET

COMPANY VISIBILITY

- Opportunity to cover up to 100 cyclists transportation back to Indianapolis
- Company logo placement on event banner
- Company logo on SAG vehicles
- Company logo and feature on Tour de Komen social media as Busdog Sponsor
- Company recognition on cyclist jersey and short
- Recognition on Tour de Komen poster and any print media
- Recognition on commemorative event t-shirts
- Listed as Busdog Sponsor on the Tour de Komen website
- Inclusion in all Tour de Komen emails, including post-event email

RIDE DAY RECOGNITION

- Opportunity to set up at finale tailgating party
- Logo inclusion on Finish Line banner
- Recognition during ride day activities
- Logo recognition on 5 Mission Moment yard signs throughout route and at Finish
- Complimentary ride registration fee (5)
- Logo on magnet applied to TDK RV or Engine of Hope
- Create a company cycling team to participate in TDK
- Corporate banner displayed at La Ville de Riders tent at the Finish (company provided)

***Opportunity is not exclusive and may be split amongst more than one sponsor if needed**



Squad Partnership Benefits

\$5,000 Investment

RAISE FUNDS FOR TOUR DE KOMEN AND BENEFIT YOUR LOCAL MARKET

COMPANY VISIBILITY

- Company logo on SAG vehicles
- Company logo and feature on Tour de Komen social media
- Company recognition on cyclist jersey and short
- Recognition on Tour de Komen poster and any print media
- Recognition on commemorative event t-shirts
- Listed as Squad Sponsor on the Tour de Komen website
- Inclusion in all Tour de Komen emails, including post-event email

RIDE DAY RECOGNITION

- Table at Finish Line
- Logo inclusion on Finish Line banner
- Recognition during ride day activities
- Logo recognition on 4 Mission Moment yard signs throughout route and at Finish
- Complimentary ride registration fee (4)
- Logo on magnet applied to TDK RV or Engine of Hope
- Create a company cycling team to participate in TDK
- Corporate banner displayed at La Ville de Riders tent at the Finish (company provided)



Spoke Partnership Benefits

\$2,500 Investment

RAISE FUNDS FOR TOUR DE KOMEN AND BENEFIT YOUR LOCAL MARKET

COMPANY VISIBILITY

- Company logo and feature on Tour de Komen social media
- Company recognition on cyclist jersey and short
- Recognition on Tour de Komen poster and any print media
- Recognition on commemorative event t-shirts
- Listed as Spoke Sponsor on the Tour de Komen website
- Inclusion in all Tour de Komen emails, including post-event email

RIDE DAY RECOGNITION

- Table at Finish Line
- Logo inclusion on Finish Line banner
- Recognition during ride day activities
- Logo recognition on 2 Mission Moment yard signs throughout route and at Finish
- Complimentary ride registration fee (2)
- Create a company cycling team to participate in TDK
- Corporate banner displayed at La Ville de Riders tent at the Finish (company provided)



Gear Partnership Benefits **\$1,000 Investment**

RAISE FUNDS FOR TOUR DE KOMEN AND BENEFIT YOUR LOCAL MARKET

COMPANY VISIBILITY

- Company name on Tour de Komen social media
- Company name on cyclist jersey and short
- Name recognition on Tour de Komen poster and any print media
- Name recognition on commemorative event t-shirts
- Listed as Gear Sponsor on the Tour de Komen website
- Name inclusion in all Tour de Komen emails, including post-event email

RIDE DAY RECOGNITION

- Table at Finish Line
- Recognition during ride day activities
- Logo recognition on 1 Mission Moment yard sign at Finish
- Complimentary ride registration fee (1)
- Create a company cycling team to participate in TDK
- Corporate banner displayed at La Ville de Riders tent at the Finish (company provided)



LaVille De Riders Partnership Benefits

\$1,000 Investment

- Opportunity to own the post-ride relaxation area for the cyclists
Company logo will be displayed throughout the area
 - Recognition during ride day closing remarks
 - Logo on commemorative event t-shirt
 - Name recognition included in Tour de Komen social media
 - Name recognition on the Tour de Komen website
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Route Partnership Benefits

\$750 Investment

- Naming rights to the Tour de Komen route
 - Logo included along the route
 - Logo on commemorative event t-shirt
 - Name or logo recognition included on social media mentions
 - Logo recognition on the Tour de Komen website
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Rest Stop Partnership Benefits

\$500 Investment

(4 available)

- Opportunity to own and theme the rest stop of your choice
(choose from a selection of ideas or create your own)
- 6' table at the rest stop (sponsor provided with at least 2 employees present)
- Opportunity to display promotional materials at the rest stop
- Opportunity to provide refreshments for cyclists (specific suggestions will be provided upon sponsorship agreement)
- Logo on commemorative t-shirt



THANK YOU!

Partnering with Susan G. Komen and the **Tour de Komen** is more than a transaction.

It's empowering women and men to take charge of their health while making a positive impact.

It's eliminating obstacles and breaking down barriers to provide lifesaving care.

It's finding the cures that we believe are in reach.

Together, we will create a world without breast cancer.



www.tourdekomen.org



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