



Wenatchee Valley Velo

Promoting, Protecting & Encouraging Safe Cycling in North Central Washington

The Tour de Bloom has been a Wenatchee Valley tradition and point of pride since 2001 and is one of only three premier road cycling races held in Washington State, bringing over 350 athletes and over 700 attendees from across the Northwest and Canada to North Central Washington, and has experienced a 24% increase in participation since 2014.

The Wenatchee Valley Velo Club is in the process of becoming a registered 501c3 Non-Profit and supports the youth of today and tomorrow by funding the following programs & projects:

- The Wenatchee Valley Velo Club “Lids on Kids” program, putting over 500 bicycle helmets on local youth in Leavenworth and Wenatchee each Spring.
- The Apple Blossom kids Scholarship Program.
- The Evergreen Mountain Bike Alliance – supporting North Central Washington Mountain Bike trail building.
- The Trails Not For Profit in Wenatchee Valley – supporting all local user trails.
- Supporting the development of a cycling trail connecting Leavenworth & Wenatchee.
- Supporting bicycle safety, advocacy and awareness programs.
- All junior racers and athletes race registration fees are waived in the Tour De Bloom.
- The Tour De Bloom offers equal prize payouts to the women’s fields.
- All proceeds stay within the Wenatchee Valley, Leavenworth & North Central Washington

General Tour De Bloom Race Information & Demographics:

The stage race consists of 4 race stages, carried out over the course of three days and encompasses the communities of Wenatchee, Plain, Leavenworth and Waterville. With the addition of our Leavenworth/Plain stage in 2016 we are now one step closer to hosting a national level in our region.

- Race Stages:
 - ▣ Leavenworth/Plain Road Race
 - ▣ Mission Ridge Hill Climb
 - ▣ Wenatchee Criterium
 - ▣ Waterville Road Race
- The race has had a 24% increase in participation since 2014.
- Race dates for 2018 are May 4th - May 8th.
 - Direct Spending within our community - \$183,000+
 - Average Age: 35 years old
 - 358 athletes in 2016
 - 700+ additional folks in North Central Washington & Wenatchee Region for the race weekend.
 - Lodging
 - 79% stayed 2 or more nights
 - 79% stayed in a hotel or vacation property
 - 6.6% stayed in a campground
 - Other activities:
 - 87.4% dined out
 - 38.7% shopped
 - 34.2% enjoyed wine/spirits/beer tasting



2018 Sponsorship Opportunities

Primary Headline Race Sponsor - \$5,000+

- ☐ Headline Naming Rights to the four stage event
- Racer Numbers – Logo placement
- Race Poster – Logo placement
- Wenatchee Valley Velo Website – Logo Placement & Link to Sponsors Website
- Start & Finish line – Significant logo placement at each race (4 races total)
- ☐ Sponsor Booth in each start/finish area (4 races total)
- Social Media Promotion via Facebook & FB Ad's
- ☐ Press Release announcing major sponsorship
- ☐ VIP Privileges at the Criterium
- ☐ Racer Packet Inclusion

Race Stage Sponsor - \$2,500+

- ☐ Headline Naming Rights to one stage race
- Race Poster – Logo placement
- Wenatchee Valley Velo Website – Logo Placement & Link to Sponsors Website
- Start & Finish line – Significant logo placement at one race
- ☐ Sponsor Booth in start/finish area of one race
- Social Media Promotion via Facebook & FB Ad's
- ☐ VIP Privileges at the Criterium
- ☐ Racer Packet Inclusion

Race Prize Sponsor - \$1,000+

- Race Poster – Logo placement
- Wenatchee Valley Velo Website – Logo Placement & Link to Sponsors Website
- ☐ Social Media Promotion via Facebook
- ☐ VIP Privileges at the Criterium
- ☐ Racer Packet Inclusion

VIP Bite & Brew Sponsor - \$500+

- Race Poster – Logo placement
- Wenatchee Valley Velo Website – Logo Placement & Link to Sponsors Website
- VIP Privileges at the Criterium Bite & Brew Festival – sponsor logo/signage in one of three Beer Garden's.
- ☐ Racer Packet Inclusion

Individual Supporter - \$250+

- Race Poster – Logo placement
- Wenatchee Valley Velo Website – Logo Placement & Link to Sponsors Website
- ☐ Racer Packet Inclusion