

# Tour de Whidbey

August 17<sup>th</sup>  
2024



**22-Year  
Anniversary**





















































## Tour de Whidbey Sponsorship Opportunities

This year marks the **22-year anniversary** of [Tour de Whidbey](#). Since 2002, the Whidbey community has come together around a unified mission to host this bicycle ride fundraiser—which is currently **known as one of the most beautiful rides in the Pacific Northwest**. More than 6,000 cyclists and their families have visited Whidbey from 23 states, Canada, and 87 towns in Washington to enjoy some of the most scenic vistas in the Pacific Northwest and to raise money for health needs on the island. Throughout 22 years, proceeds raised by Tour de Whidbey went directly to **support the highest priority needs of surgical and diagnostic equipment, improve facilities, and award scholarships to the medical team at [WhidbeyHealth Hospital and Clinics](#)**.

Hosted by the [WhidbeyHealth Foundation](#), this community fundraiser **promotes tourism and economic vitality** on our rural and remote island. Participants stay in our local hotels, eat in our local restaurants, shop at Whidbey's boutique shops, and enjoy a mini vacation. Moreover, it promotes health by encouraging the fun aspects of physical fitness.

In addition to supporting health and economic vitality, Tour de Whidbey breaks diversity barriers, promotes an inclusive culture, and brings the community from the north, central, and south Whidbey **together around a unified mission**. In 2023, our youngest participant was one year old, and our oldest rider was 83 years old. **The diversity and inclusion of all ages and backgrounds in one event promoting health, outdoors, and fun times are remarkable attributes of this fundraiser**. Hundreds of volunteers sign up annually from all over the island in this **friend-raiser** to coordinate logistics across the 6 bike routes or to help at the 10 fully stocked break stations.

## Tour de Whidbey | 2024 Sponsorship Opportunities

| SPONSOR BENEFITS   | Diamond<br>\$18,000   | Platinum<br>\$10,000  | Gold<br>\$5,000   | Silver<br>\$2,500   | Bronze<br>\$1,000   | Copper<br>\$500   |
|--|---|---|---|---|---|---|
| <b>**Exclusive Year-Round Diamond Privileges</b><br><b>Includes 2 events: Gala + Tour de Whidbey</b>   |    |   |   |   |   |   |
| <b>Event Naming Rights</b><br>The event will be officially titled as "Tour de Whidbey Presented by [Your Company Name]."   |    |   |   |   |   |   |
| <b>**Signature Soiree Series (2-4)</b><br>Exclusive details below  |    |   |   |   |   |   |
| <b>Speaking Opportunity</b> during the kick-off event or après cycling event   |    |    |   |   |   |   |
| <b>Adapted Logo:</b> Your logo showcased on select apparel (Jerseys + T-Shirts)  |    |    |   |   |   |   |
| <b>**Name a Break Station</b><br>Presents a unique opportunity to gain significant exposure in a positive light to a highly engaged audience of cyclists and supporters. |    |    |   |   |   |   |
| <b>Full-screen Digital Advertisements:</b> Showcase your brand with full-screen digital ads in event slide deck  |   |   |   |   |   |   |
| Verbal Recognition During Event  |  |  |  |   |   |   |
| Company Banner Displayed at Check-in & Finish Line   |  |  |  |   |   |   |
| Free Entry & T-Shirts  | 10<br>Guests  | 6<br>Guests   | 4<br>Guests   | 2<br>Guests   | 2<br>Guests   | 1<br>Guest  |
| Display of Corporate Identity Along Routes   |  |  |  |  |  |  |
| Brand Presence in Tour de Whidbey e-book   | Full<br>Page  | Full<br>Page  | ½<br>Page   | ¼<br>Page   | Logo  | Logo  |
| Name/Logo Recognition on All Marketing Materials   | <a href="#">Logo<br/>hyperlink</a>  | <a href="#">Logo<br/>hyperlink</a>  | <a href="#">Logo<br/>hyperlink</a>  | Logo  | Logo  | Logo  |
| Email Campaign: Sponsor Spotlight  |  |  |  |   |   |   |
| Social Media Campaign: Sponsor Spotlight Posts   |  |  |  |   |   |   |
| Recognition in Press Release & Media Coverage  |  |  |  |  |   |   |
| Email Campaign: Mentions   |  |  |  |  |  |  |
| Social Media Campaign: Mentions  |  |  |  |  |  |  |
| Recognition in Newsletter  |  |  |  |  |  |  |



# Tour de Whidbey 2024 Sponsorship Confirmation

Thank you for your interest in sponsoring Tour de Whidbey, hosted by the WhidbeyHealth Foundation. Your generosity directly enhances the health and well-being of our community. **Please take a moment to complete the following form to become a sponsor:**

- I would like to pay online
- I prefer to complete the form over the phone. Contact us at 360.678.7656, Ext.6501
- I choose to pay by check or credit card. Please find my details below:

### **Payment Method**

**Pay Via Check**       Check Enclosed     Check to Follow     Send Invoice

**Mail Check:** WhidbeyHealth Foundation | PO Box 641 Coupeville, WA 98239

**Pay Via Credit Card**     VISA     MasterCard     American Express     Discover

Credit Card # ..... Exp: .....

Name: ..... CCV/CVC: .....

Proceeds raised from this sponsorship go toward the purchase of equipment, improving facilities, supporting patients, and scholarships for the medical team.

By signing this form, you affirm your commitment to sponsoring Tour de Whidbey, thereby ensuring that our community has access to vital healthcare services conveniently close to home.

### **Select Sponsorship Level:**

- \$18,000** Diamond     **\$10,000** Platinum
- \$5,000** Gold         **\$2,500** Silver
- \$1,000** Bronze       **\$500** Copper

**In-Kind**    Value: .....

*Complimentary tickets are not included in the In-Kind sponsorship package.*

Description of the in-kind product or service:

.....  
.....  
.....

**Signature** .....

**Name** .....

**Title/Position** .....

**Company** .....

**Date** .....

### **Name a Break Station Benefits:**

Naming a break station at the Tour de Whidbey cycling event offers sponsors a strategic opportunity to increase brand exposure, engage with a targeted audience, and demonstrate their commitment to promoting health, wellness, and community involvement.

1. **Brand Visibility:** By naming a break station, sponsors can prominently display their brand name and logo at a key location along the cycling route. This ensures high visibility among participants, volunteers, and spectators, amplifying brand recognition and recall.
2. **Positive Association:** Sponsoring a break station aligns the sponsor's brand with the health-conscious and active lifestyle promoted by the Tour de Whidbey Cycling event. This association fosters a positive image of the sponsor as a supporter of community wellness and outdoor recreation.
3. **Targeted Audience Reach:** The event attracts cyclists of varying skill levels, as well as their families and friends, creating a diverse audience base. Sponsors have the opportunity to reach a targeted demographic interested in cycling, fitness, and outdoor adventures, enhancing the relevance and effectiveness of their marketing efforts.
4. **Engagement Opportunities:** The break station serves as a hub for cyclists to rest, refuel, and socialize during the event. Sponsors can engage directly with participants by providing branded refreshments, promotional giveaways, or interactive activities, fostering meaningful interactions and brand affinity.
5. **Community Involvement:** Supporting the Tour de Whidbey Cycling event demonstrates the sponsor's commitment to the local community and its well-being. This involvement enhances brand reputation and strengthens relationships with community members, cyclists, and event organizers.
6. **Media Exposure:** Sponsors of the break station may receive media coverage, further extending their brand reach and enhancing their visibility beyond the event itself.

### **Exclusive Year-Round Diamond Privileges**

Elevate your sponsorship experience with top-level sponsorship status at two prestigious events: the **Enchanted Gala and Tour de Whidbey**. Additionally, **enjoy year-long visibility** on our two websites, ensuring continuous exposure to our audience.

### **Signature Soiree Series (2-4)**

Your sponsorship ensures exclusive access to our **2024 Signature Soirees (2-4)** providing a unique platform for networking and cultivating relationships with influential leaders within our community.

### **Email Campaign**

Your sponsorship would grant you visibility in **3-5 email campaigns reaching thousands** of our contacts.

### **Social Media Campaign**

Amplify your brand's reach across our **4 social platforms** for WhidbeyHealth Foundation & Tour de Whidbey.



# **WhidbeyHealth**


---


## **FOUNDATION**

**ID: 91-1147024 | 501(c)3**



[WhidbeyHealthFoundation.org](https://WhidbeyHealthFoundation.org)

 [instagram.com/  
whidbeyhealthfoundation](https://www.instagram.com/whidbeyhealthfoundation)

 [facebook.com/  
WhidbeyHealthFoundation](https://www.facebook.com/WhidbeyHealthFoundation)

**ArnySa@WhidbeyHealth.org | 360.678.7656, Ext.6501 | 101 N Main St, Coupeville, WA**