



# Sponsorship Kit



[www.tourdayoopenh.com](http://www.tourdayoopenh.com)

# About Us

The **Tour Da Yoop, Eh** is a 10 day, 1,200 mile bicycle ride around the outskirts of Michigan's Upper Peninsula. Cyclists can complete all ten days, or choose their own number of days to ride.

We travel through all 15 counties, ride alongside 3 Great Lakes, see beautiful waterfalls and countless wildlife species.

Tour Da Yoop, Eh is more than just a bike ride, it is a full experience of Michigan's Upper Peninsula. Our event showcases the natural beauty, small towns, commerce and friendly people of this amazing region.

***When it comes to cycling, we're proud to say we're different. We offer something a little more special, something a little more personal and something a little more challenging than other rides.***

**2020 dates: August 14-23**

**Tour Da Yoop, Eh**  
Cycling Michigan's Upper Peninsula

**AUGUST 14-23,  
2020**



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# Route and Towns



- Section 1 - Manistique to Escanaba
- Section 2 - Escanaba to Iron Mountain
- Section 3 - Iron Mountain to Ironwood
- Section 4 - Ironwood to Houghton/Hancock
- Section 5 - Copper Harbor Loop
- Section 6 - Houghton to Marquette
- Section 7 - Marquette to Grand Marais
- Section 8 - Grand Marais to Sault Ste. Marie
- Section 9 - Sault Ste. Marie to St. Ignace
- Section 10 - St. Ignace to Manistique

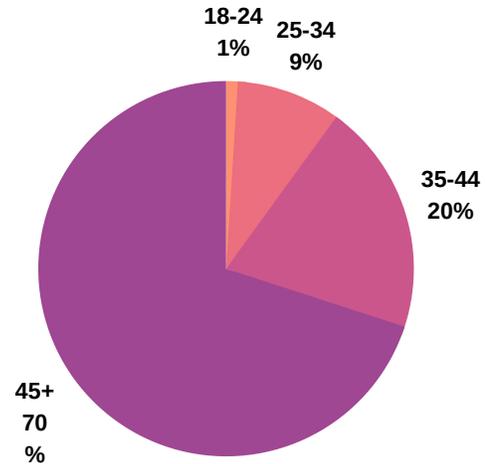
# Audience

## Cycling Event Participant Demographics

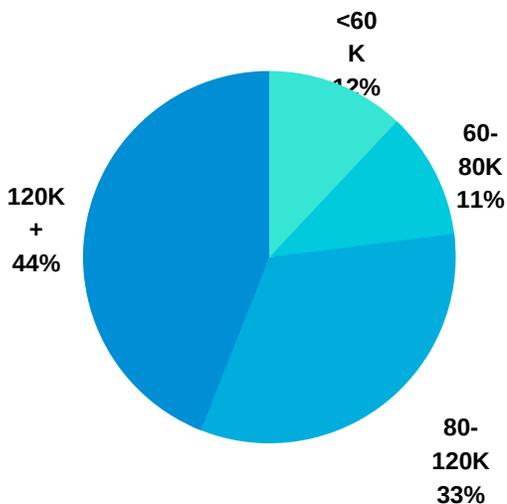


**72% Male**  
**28% Female**

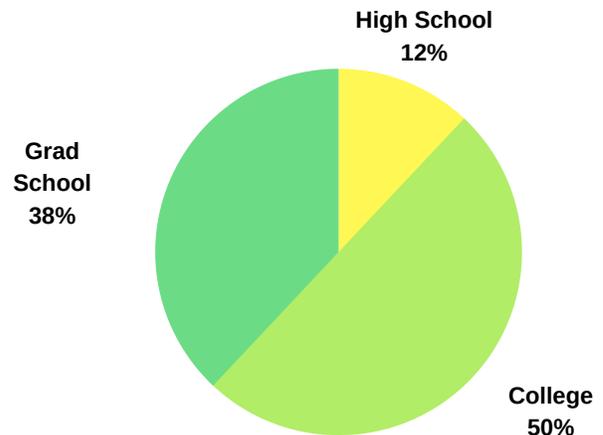
### Age



### Annual Household Income



### Highest Education Completed



# Audience

## Cycling Enthusiast Associated Behavioral Audiences

 <b>Sports</b> Behavioral Audience <b>16.91x</b>	
Audience	Index
Cycling Enthusiasts	62.42x
Indoor Cycling & Spinning Enthusi...	47.43x
Competitive Sports Participants	46.11x
E-cycling Enthusiasts	42.55x
Rock Climbing Enthusiasts	30.32x

 <b>Electronics</b> Behavioral Audience <b>13.98x</b>	
Audience	Index
HDTV Researchers	23.71x
Camera Review Readers	23.50x
Apple Fans	21.41x
Headphone Shoppers	20.97x
Audio Equipment Researchers	20.88x

 <b>Auto</b> Behavioral Audience <b>13.61x</b>	
Audience	Index
Subaru Vehicle Shoppers	26.14x
BMW Vehicle Shoppers	22.46x
Electric Vehicle Shoppers	22.25x
Audi Vehicle Shoppers	21.91x
Car Enthusiasts	21.14x

 <b>Home</b> Behavioral Audience <b>11.90x</b>	
Audience	Index
Gym Equipment Owners	41.80x
Ski House Second Home Owners	28.00x
Beach House Second Home Own...	19.42x
Home Heating and Cooling Resea...	19.10x
LED Lighting Shoppers	18.13x

 <b>Moving</b> Behavioral Audience <b>11.51x</b>	
Audience	Index
Moving Truck Rental Researchers	19.04x
Moving Services Shoppers	13.47x
Tiny Home Researchers	12.75x
Home Buyers	11.22x
Self Storage Shoppers	10.96x

 <b>Retail</b> Behavioral Audience <b>10.37x</b>	
Audience	Index
Elite Cycling Gear Shoppers	53.34x
Luxury Retail Researchers	17.16x
Sale Seekers	16.27x
Work Boots & Safety Footwear S...	15.98x
Discount Womens Shoes Shoppers	10.00x

**Our Typical Participant:** He is in his 50s with an annual income greater than 120K. He enjoys indoor cycling and e-sports, he uses high definition TVs and digital SLR cameras, he uses the latest model iPhone, he drives a Subaru and he keeps gym equipment in the house that he owns. He may own a ski or beach house, and when he does move, he'll rent his own truck. He appreciates and uses high-end cycling gear and favors luxury brands.

# Media

The Tour da Yoop, Eh will provide your municipality, CVB or consumer brand with top-quality images that you may use for marketing. The combination of bicycles and the pristine countryside of the Upper Peninsula creates a powerful image in the minds of your potential visitors or consumers.



**Social Media:** We have a growing social media presence that can be leveraged with cross-promotional posts from your visitor's bureau or corporation.



892 followers



87 followers

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# Sponsorship Benefits

There are many reasons to become a part of the Tour da Yoop, Eh family. Here are the most salient ones:

- **We offer a well-defined, valuable audience:** Our participants are well-educated, physically fit, affluent and in their prime purchasing years. Your brand identity will circulate in a profitable venue.
- **Marketing Collateral:** Cyclists and the pristine landscape of the Upper Peninsula combine to form powerful images that convey strength, teamwork and speed.
- **Brand Loyalty:** Our participants recognize strong brands and recommend these brands to others. They will select brands that support their sport of choice.
- **Consumer Interaction:** Sponsorship of our event allows your company to interact personally with our participants, through product sampling, discount coupons in swag bags, surveys and on-site hospitality. Consumer interaction is essential to recruiting new customers and retaining existing ones for a variety of businesses - everything from shoes to insurance.

# Sponsorship Assets

**Sponsorship Assets** are properties that the Tour da Yoop, Eh holds that will *activate* your sponsorship investment - turning brand awareness to sales.

The following is not an exhaustive list, and we welcome your own unique ideas!

**Rider Numbers**

**Event t-shirts**

**Hats**

**Socks**

**Gloves**

**Start/Finish banners**

**Podium backdrops**

**Towels**

**Media Sponsorships**

**First Aid Stations**

**Course fencing**

**Corporate Challenge**

**Energy Drinks**

**Water Bottles**

**Participant "swag bags"**

**Website logo placement**

**Website links**

**Social Media logo placement**

**Social Media links**

**Hospitality Tent**



# Category Sponsorships

- Hospitality Sponsor - \$2500**
- Corporate Challenge - \$2500**
- Volunteer Sponsor - \$2500**
- Official Energy Drink - \$1000**
- Official Soft Drink - \$1000**
- Official Beer - \$1000**
- Official Wine - \$1000**
- Official Hotel - \$1000**
- Official Vehicle - \$2500**



# Sponsorship Plans

There are two paths to a major partnership with the Tour da Yoop, Eh:

**Option 1:** Design your own custom sponsorship by choosing from our menu of assets. Or, come up with your own activation ideas, and we'll assign a price to the sponsorship plan.

**Option 2:** Choose from our sponsorship engagement levels below.

## **Title Sponsorship (1 available) \$25,000**

- **Event will be named after sponsor**
- **Unlimited number of sponsorship assets/activations**
- **Category exclusivity**

## **Presenting Sponsorship (1 available) \$10,000**

- **Secondary nomenclature (TDY presented by....)**
- **Up to 10 different sponsorship assets/activations**
- **Category exclusivity**

## **Event Sponsorship (10 available) \$5,000**

- **Title Sponsorship of a single day's route**
- **Up to 5 different sponsorship assets/activations**

To design your own sponsorship or discuss options, please contact our Sponsorship Coordinator **Matthew Butterman** at [MattB@tourdayoopeh.com](mailto:MattB@tourdayoopeh.com) or **434-465-1179**.