

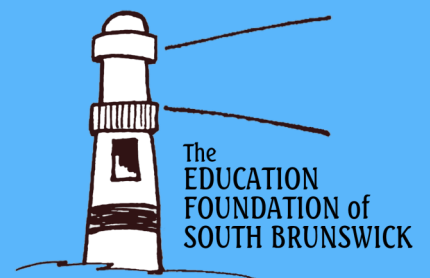
edfoundationsb.org

Sunday, June 1, 2025

Three bike rides supporting the students, staff and schools in the South Brunswick School District.

SPONSORSHIP APPLICATION

Hosted by



About the Tour de South Brunswick

The Education Foundation of South Brunswick Township, Inc., the 501c3 organization that hosts the Tour de South Brunswick, invites you to help us help others. Over the last 13 years, the Tour de South Brunswick has become one of the largest events in South Brunswick Township. With the support of sponsors, volunteers, participants and donors, we help support the students, staff and schools in the South Brunswick School District.

On behalf of our riders and our school district's students and staff, we thank you for considering sponsorship. We look forward to the opportunity to work with your for our 2025 rides.

Here's a brief overview of the event though the years and our accomplishments.

In June of 2011 the Education Foundation of South Brunswick Township celebrated the inaugural Tour de South Brunswick in South Brunswick, N.J., with 35 riders (7 riders for the "Tour" 25 mile ride, 7 for the "Family" 10 mile ride and 21 for our then "Fun" 2.5 mile ride). The riders' skill levels ranged from seasoned veterans to those making their first attempt at 25 miles or even a 2.5 mile ride.

In 2014, the Ed. Foundation initiated Participation Grants for the highest participation percentage and number of participants from each school. The response to this program was tremendous, increasing the total number of riders to 808. In 2016, the Foundation modified the program and began the "Participation Challenge" to give more schools a chance to increase their grants. Again the modified program was a great success. Since 2014 the Tour de South Brunswick has averaged nearly 520 riders per year.

Mission of the Tour de South Brunswick

The mission of the Tour de South Brunswick (TdsB) fundraiser is to:

1. Raise community awareness and funding for the Education Foundation and its programs.
2. Present grants to the physical education programs in South Brunswick schools.
3. Encourage wellness through cycling.

In support of our mission, the Education Foundation of South Brunswick Township, Inc. will host it annual cycling event the Tour de South Brunswick on Sunday, June 1, 2025, in South Brunswick, New Jersey. Our registration fees are always kept low to allow everyone with an opportunity to participate. For more information, visit edfoundationsb.org/tdsb.

The Tour de South Brunswick is a 100 percent volunteer-run event consisting of:

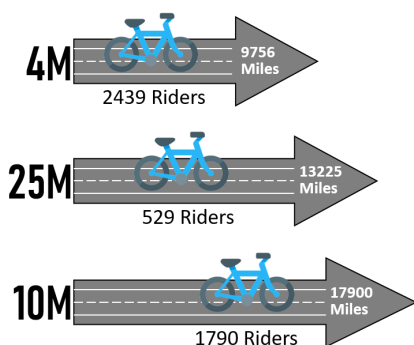
- A pre-ride cyclist gathering with food and drinks.
- Bicycle ride with multiple routes.

The ride consists of three fully supported routes allowing cyclists of all skill levels to participate in a ride of one of three lengths — choosing either the "Family Fun" 4 Mile, the "Casual" 10 Mile or our signature "Tour" 25 Mile ride.

Our goal is to raise \$8000 for physical education program grants and encourage more individuals and families to explore and enjoy cycling.

TdsB Fun Facts

From 2011 thru 2024, 4758 riders have participated in the Tour de South Brunswick Bike Rides and ridden a total of **40,881 miles**. That's enough miles to go around the Earth more than 1.5 times!



About The Education Foundation



The Education Foundation of South Brunswick Township, Inc. (a non-profit corporation) was founded in August 2009. It is the Ed. Foundation's mission to promote and provide education support and opportunities in the South Brunswick School District

through innovative programs and projects. The Ed. Foundation supports over 8000 students per year in classrooms, physical education, arts and athletics through its philanthropic programs. To date the Ed. Foundation has awarded over \$304,000 to the South Brunswick School District and its students.

For more information or to donate, please visit edfoundationsb.org.

Who Rides the Tour de South Brunswick?

Our event offers sponsors the opportunity to communicate and interact with a diverse group of people of all ages and from many communities.

Riders range in age from 4– to over 70-years-old. The vast majority of our riders (typically around 90 percent) live in South Brunswick. The remaining riders come from all over Middlesex and Mercer counties. And each year, the number of riders from northern and southern New Jersey along with out of state participants has increased.

Sponsorship Opportunities

Listed below are the sponsorship opportunities for the Tour de South Brunswick. For information or questions about becoming a sponsor, please contact us at tour@edfoundationsb.org. We look forward to discussing sponsorships with you and customizing, as needed, to best meet your goals and ours.

	PLATINUM \$2500	GOLD \$500	SILVER \$200	BRONZE \$50
Exclusive sponsorship of the event t-shirt. Sponsor logo prominently displayed on the event t-shirt.*	*			
Banner displayed at registration table and ride start and end locations.*	*			
Event sponsorship recognition on the Ed. Foundation’s website home page for one year.*	*	*		
Opportunity to include promotional flyer or other giveaway in registration packet.**	*	*		
Sponsor logo on rider emails.*	*	*		
Sponsor logo and link on event web page.*	*	*	*	
Table at the event.	*	*	*	
Sponsor name on event webpage.	*	*	*	*

*Sponsor must provide image of logo to tour@edfoundationsb.org within two weeks of confirming sponsorship. Logo for t-shirt is due by April 12.

**For giveaways, quantity TBD but is typically about 500. Due date: Two weeks prior to the event.

More Exclusive Opportunities

RIDE MARSHAL Sponsor — \$250 (1 spot available*)

Sponsor the 10 and 4 mile ride Marshals. Recognition on the event webpage and 10 & 4 mile que sheets.

REST STOP Sponsor — \$150 (1 spot available*)

Support the riders on the 25 mile course by funding food and drinks provided at the rest stop. Promote your company and provide volunteers, as interested, at the rest stop. Recognition on the event webpage and 25 mile que sheet.

*Contact us for availability.

Supporting Organizations

Supporting organizations can assist the event by donating items needs to support the event through in-kind donations, sponsorships, volunteering or event promotion.

Some examples include:

- Offering discounted registrations rates to groups in exchange for event cross-promotion.
- Social media cross-promotion.
- Cross-promotion though email.

In Short, we want to get more riders on bikes and raise more money to support the South Brunswick School District. If you have a suggestion for how we can work with your organization to achieve this goal, let's talk!

Media Sponsors

Media Sponsors help us gain visibility by creating positive publicity and heightened awareness of our mission. Through electronic, print or broadcasting outlets, Media Sponsors have the unique advantage of exposure to a wide demographic of consumers.

In-Kind Donations

The Tour de South Brunswick In-Kind sponsorships are available for companies offering products or services in exchange for sponsorships. Companies will provide the Tour de South Brunswick with a fair market estimated value of in-kind donations. Opportunities include:

- Advertising
- Food and Beverages
- Raffle Items
- Entertainment
- Fundraising Incentives
- Signage
- Awards
- Technical Support

For information or questions about our exclusive opportunities or becoming a supporting organization, please contact us at tour@edfoundationsb.org.

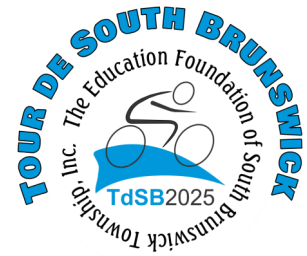
Logo/Graphics Submission Guidelines

- All logos and company names will be printed in single color on event t-shirt (if applicable).
- For logos, we accept JPEG, TIFF, PNG and PDF files with resolution of at least 300 DPI. For best quality please email logos to tour@edfoundationsb.org when submitting sponsorship form.



Tour de South Brunswick — SPONSORSHIP FORM

We have several levels of sponsorship opportunities, your support helps us cover the costs of the rides and help us raise funds for our grants to the physical education programs in the South Brunswick School District.



Platinum* \$2500

One Platinum sponsorship available. Sponsorship includes:

- Exclusive Sponsorship of event t-shirt.
- Banner displayed at registration table and ride start/end locations.
- Plus, benefits listed for Gold sponsorship.

Gold \$500

Sponsorship includes:

- Recognition on Ed. Foundation’s website for one year.
- Promotional/giveaway materials inserted in goodie bags.
- Sponsor logo on rider emails.
- Plus, benefits listed for Silver sponsorship.

Silver \$200

Sponsorship includes:

- Sponsor logo and link on event web page.
- Table at the event.
- Plus, benefits listed for Bronze sponsorship.

Bronze \$50

Sponsorship Includes:

- Sponsor name and link on event webpage.

Ride Marshal Sponsor * \$250

- Sponsor 10 & 4 mile ride marshals.

Rest Stop Sponsor* \$150

- Support the 25 mile riders by funding food & drinks at the rest stop.

*Contact tour@edfoundationsb.org for availability.

SPONSORSHIP COMMITMENT

Thank You For Your Support!

Yes! I am committed to be a: Platinum Gold Silver Bronze Marshal Rest Stop

In-Kind Description of product or service:

Company Name:

Contact:

Address:

Phone: Email:

Website:

Logo information:

- I have e-mailed my logo to tour@edfoundationsb.org
- Use logo from my 2024 sponsorship.

All contributions are tax deductible.

Tax I.D.: 32-0258888

Please make checks payable to: Ed. Foundation of S.B. Twp.

Mail form along with payment to:

TdSB Sponsorship
P.O. Box 644
Monmouth Junction, NJ 08852

Contact us for payment via credit card.

