



2021 Tour Connection Surf City Sponsorship Opportunities

★ Title Co-Sponsorship ONE POSITION AVAILABLE \$15,000.00

- ▶ Sponsors name in Event Title
- ▶ Largest and most enhanced advertising space
- ▶ Registration for two attendees (\$4,990 value)
- ▶ 12 month banner ad on the Tour Connection website* (\$3,800 value)
- ▶ Branding displayed on the step and repeat banner
- ▶ Inside Cover of the printed event guide ad space (\$1,900 value)
- ▶ Logo Placement on all 2021 Main Event collateral
- ▶ Branding displayed on the HOMEPAGE of the 2021 Event Web Page and the sponsorship page of the webpage from date of signed contract through the event date

★ Main Stage & Concert Sponsor ONE POSITION AVAILABLE \$12,500.00

- ▶ Sponsor name and logo to be displayed on main stage and on concert bill
- ▶ Registration for two attendees (\$4,990 value)
- ▶ Six month Banner Ad on the Tour Connection website* (\$1,900 value)
- ▶ Premium Placement on Trade Show Day
- ▶ Branding displayed on the step and repeat banner
- ▶ Logo placement in the 2021 Printed Event Guide
- ▶ Branding displayed on 2021 Tour Connection Event Web Page from date of signed contract through the event date

★ Registration Name Badge Sponsorship ONE POSITION AVAILABLE \$10,000.00

- ▶ Registration name badges printed with sponsor name and logo to be passed out to every agent in attendance
- ▶ Registration for two attendees (\$4,990 value)
- ▶ Premium Placement on Trade Show Day
- ▶ Six month banner ad on the Tour Connection website* (\$1,900 value)
- ▶ Branding displayed on the step and repeat banner
- ▶ Logo placement in the printed event guide
- ▶ Branding displayed on 2021 Event Web Page from date of signed contract through the event date

SOLD

★ Wrist Band Sponsor | POSITION AVAILABLE

\$8,500.00

- Company name and brand featured on all event wrist bands
- Premium Placement on Trade Show Day
- Registration for one attendee (\$2,495.00 value)
- Full Page Ad in the 2021 Printed Event Guide
- Branding displayed on the step and repeat banner

★ NAME SPONSORSHIPS

★ Platinum Name Sponsor | 5 POSITIONS AVAILABLE

\$8,500.00

- Company name and brand featured on all event collateral
- Premium Placement on Trade Show Day
- Registration for one attendees (\$2,495.00 value)
- Full Page Ad in the 2021 Printed Event Guide
- Branding displayed on the step and repeat banner
- 12 Month Premium Banner Ad on 2021 Event web page from date of signed contract through the event date
- Branding displayed on 2021 Event Web Page from date of signed contract through the event date

★ Gold Name Sponsor | 5 POSITIONS AVAILABLE

\$6,500.00

- Company name and brand featured on all event collateral
- Premium Placement on Trade Show Day
- Registration for one attendee (\$2,495.00 value)
- Half Page Ad in the 2021 Printed Event Guide
- Branding displayed on the step and repeat banner
- Branding displayed on 2021 Event Web Page from date of signed contract through the event date
- Logo Placement on 2021 Event Web Page

★ Silver Name Sponsor | 10 POSITION AVAILABLE

\$2,500.00

- Premium event placement at the cost of standard registration*
- Quarter Page Ad in the 2021 Printed Event Guide
- Branding displayed on the step and repeat banner
- Logo placement in the printed event guide
- Branding displayed on 2021 Event Web Page from date of signed contract through the event date

*Does not include registration fee

★ Bronze Name Sponsor 20 POSITIONS AVAILABLE

\$1,500.00

*Does not include registration fee

- ▶ Branding displayed on the step and repeat banner
 - ▶ Logo placement in the printed event guide
 - ▶ Branding displayed on 2021 Event Web Page from date of signed contract through the event date
-

★ Photobooth Sponsorship ONE POSITION AVAILABLE

\$7,500.00

- ▶ Easel at photobooth displaying sponsors branding
- ▶ Premium space at main event located next to the photo booth
- ▶ Bottom of photo slips printed with sponsors branding
- ▶ Registration for one attendee (\$2,495.00 value)
- ▶ Branding displayed on the step and repeat banner
- ▶ Logo placement in the printed event guide
- ▶ Branding displayed on 2021 Event Web Page from date of signed contract through the event date

★ Pre-Event Activity Sponsorship ONE POSITION AVAILABLE

\$7,500.00

- ▶ Sponsors branding on the 2021 Pre-Event Activity Collateral and Pre-Event Activity Title
- ▶ Rights to fly flag/banner before, during, and after the Event
- ▶ Registration for one attendee (\$2,495.00 value)
- ▶ Premium space on Trade Show Day
- ▶ Branding displayed on the step and repeat banner
- ▶ Logo placement in the printed event guide
- ▶ Branding displayed on 2021 Event Web Page from date of signed contract through the event date

★ Branded Table & Bottle Service FIVE POSITIONS AVAILABLE

\$5,000.00

*Does not include registration fee

- ▶ Opportunity to reserve and brand your table for the Saturday Evening BBQ and Concert
- ▶ Premium bottle of choice*
- ▶ Mixers and condiments of choice*
- ▶ Premium table close to stage
- ▶ Logo placement in the printed event guide
- ▶ Branding displayed on 2021 Event Web Page from date of signed contract through the event date

★ Beverage Napkin Sponsorship

ONE POSITION AVAILABLE

\$ 2,500.00

- ▶ Beverage napkins printed with sponsor branding and personal message to be handed out with every beverage
- ▶ Branding displayed on the step and repeat banner
- ▶ Logo placement in the printed event guide
- ▶ Branding displayed on 2021 Event Web Page from date of signed contract through the event date

*Does not include registration fee

★ Light GoBo Advertisement

SIX POSITIONS AVAILABLE

\$1,500.00

- ▶ Logo projected on one of six available places within the main event space
- ▶ Includes GoBo set up

*Does not include registration fee

★ Web Banner Advertisement

SIX POSITIONS AVAILABLE

\$1,000.00

- ▶ Rights to one of six web banner ad spaces within the 2020 Event Web Page
- ▶ Run date is from time of banner receipt through the event date*

*Does not include registration fee

2021 TOUR CONNECTION SURF CITY REGISTRATION FORM

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

EMAIL _____

ATTENDEE NAME(S) _____

- TITLE CO-SPONSORSHIP - \$15,000
- MAIN STAGE & CONCERT SPONSORSHIP - \$12,500
- NAME BADGE SPONSORSHIP - \$10,000
- PLATINUM NAME SPONSOR - \$8,500
- WRIST BAND SPONSOR - \$8,500
- GOLD NAME SPONSOR - \$6,500
- SILVER NAME SPONSOR - \$2,500
- BRONZE NAME SPONSOR - \$1,500
- PHOTO BOOTH SPONSORSHIP - \$7,500
- PRE-EVENT ACTIVITY SPONSORSHIP - \$7,500
- BOTTLE SERVICE SPONSORSHIP - \$5,000
- BEVERAGE NAPKIN SPONSORSHIP - \$2,500
- LIGHT GOBO ADVERTISEMENT - \$1,500
- WEB BANNER ADVERTISEMENT - \$1,000

*Please contact your account/sales rep for more details or any questions you may have regarding sponsorship opportunities.

Tour Connection, Inc.
125 Walnut Blvd. Rochester MI 48307
248-650-3070
info@tourconnection.com