

le tour de femme



2025 SPONSORSHIP PACKET

OCTOBER 11, 2025

A Woman Only Bicycle Ride Benefiting



About le Tour de Femme

Grab My Wheel, the 501c3 organization that hosts le Tour de Femme, invites you to help – and inspire – others. Over the last 19 years, le Tour de Femme has become the premier women-only cycling event in the Southeast. With the support of sponsors, volunteers, participants and donors, we make a difference in many lives.

On behalf of the local riders and patients, those fighting cancer across the nation and those who battle cancer here at home, we thank you for considering sponsorship. We look forward to the opportunity to work with you for the 2025 ride.

In October of 2006, Grab My Wheel initiated the inaugural le Tour de Femme in Cary, NC, with 70 female riders from across North Carolina, and one rider from South Carolina. The ride beneficiaries were the Lance Armstrong Foundation and the Angel Fund of UNC Rex Hospital. Funds donated since inception have reached over \$900,000! In celebration of our 20th year, we are partnering with 1ofUs, a local non-profit dedicated to providing support to patients going through breast and gynecological cancers.

In 2016, we evolved our beneficiaries in response to rider input to keep funds raised in our community and to further align with our mission. Funds from le Tour de Femme are now shared between the Angel Fund of UNC Rex Hospital and the Kay Yow Cancer Fund. To date we have donated more than \$805,000.00 to support cancer programs.

To Learn More about le Tour de Femme, and our mission to empower female cyclists while raising cancer awareness visit: www.letourdefemme.org

About The Angel Fund of UNC REX Healthcare

The Angel Fund is a special fund designed to serve those individuals with unique financial needs as they cope with the hardships associated with their cancer treatment. The goal of this program includes increased access to treatment related needs and improved quality of life.



How 1ofUs.org supports women battling cancer

1ofUs has provided financial support for more than 5,000 cancer patients since we were launched in 2011. Our original focus was on breast cancer patients but through the support of the community we have expanded and now also assist women with ovarian, cervical, uterine and endometrial cancer



\$15,000 TITLE SPONSORSHIP

EXCLUSIVE RECOGNITION

- Company included in event title as presenting sponsor
- Sponsorship industry exclusivity

MEDIA EXPOSURE

- Company name associated with event name in media campaign
- (radio, TV, print)
- Sponsor name included in pre-and post-event press releases (with quote from sponsor)
- Company logo placed on ceremonial check presented to beneficiaries

RIDER JERSEY RECOGNITION

- Sponsor logo on front

EVENT-DAY BENEFITS

- Space in sponsor area to display/distribute materials
- Sponsorship recognition at the start of the ride
- XL Logo displayed on start/finish line banner

BRAND EXPOSURE

- Sponsor logo on “survivor” rider numbers
- Sponsor logo on rider numbers
- Sponsor logo and link to website included on rider email communications
- Opportunity to include promotional flyer or other giveaway in registration packets
- (Benefits subject to meeting production deadlines. Specifics to be shared upon sponsorship confirmation.)
- XL Sponsor logo on event web page
- XL Sponsor logo on event t-shirts

OTHER SPONSOR BENEFITS

- 8 Free Rider Passes
- Permission to use le Tour de Femme logo on web and print materials (with approval from LTDF)

\$10,000 PINK CARBON SPONSORSHIP

RIDER JERSEY RECOGNITION

- Sponsor logo on full center pocket

EVENT-DAY BENEFITS

- Space in sponsor area to display/distribute materials
- Sponsorship recognition at the start of the ride
- Large logo displayed on start/finish line banner

BRAND EXPOSURE

- Sponsor logo on rider numbers
- Sponsor logo and link to website included on rider email communications
- Opportunity to include promotional flyer or other giveaway in registration packets
- (Benefits subject to meeting production deadlines. Specifics to be shared upon sponsorship confirmation.)
- Large Sponsor logo on event web page
- Large Sponsor logo on event t-shirts

OTHER SPONSOR BENEFITS

- 6 Free Rider Passes
- Permission to use le Tour de Femme logo on web
- and print materials (with approval from LTDF)

\$5,000 BLUE CARBON SPONSORSHIP

RIDER JERSEY RECOGNITION

- Sponsor logo on half of right or left pocket

EVENT-DAY BENEFITS

- Space in sponsor area to display/distribute materials
- Sponsorship recognition at the start of the ride
- Large logo displayed on start/finish line banner

BRAND EXPOSURE

- Sponsor logo on rider numbers
- Sponsor logo and link to website included on rider email communications
- Opportunity to include promotional flyer or other giveaway in registration packets
- (Benefits subject to meeting production deadlines. Specifics to be shared upon sponsorship confirmation.)
- Large sponsor logo on event web page
- Large sponsor logo on event t-shirts

OTHER SPONSOR BENEFITS

- 4 Free Rider Passes
- Permission to use le Tour de Femme logo on web
- and print materials (with approval from LTDF)

\$2,500 PLATINUM SPONSORSHIP

RIDER JERSEY RECOGNITION

- Sponsor logo on quarter of right or left pocket

EVENT-DAY BENEFITS

- Space in sponsor area to display/distribute materials
- Sponsorship recognition at the start of the ride
- Large logo displayed on start/finish line banner

BRAND EXPOSURE

- Sponsor logo and link to website included on rider email communications
- Opportunity to include promotional flyer or other giveaway in registration packets
- (Benefits subject to meeting production deadlines. Specifics to be shared upon sponsorship confirmation.)
- Large Sponsor logo on event web page
- Large Sponsor logo on event t-shirts

OTHER SPONSOR BENEFITS

- 4 Free Rider Passes
- Permission to use le Tour de Femme logo on web
- and print materials (with approval from LTDF)

\$1,500 GOLD SPONSORSHIP

EVENT-DAY BENEFITS

- Space in sponsor area to display/distribute materials
- Sponsorship recognition at the start of the ride
- Medium logo displayed on start/finish line banner

OTHER SPONSOR BENEFITS

- 2 Free Rider Passes
- Permission to use le Tour de Femme logo on web
- and print materials (with approval from LTDF)

BRAND EXPOSURE

- Opportunity to include promotional flyer or other giveaway in registration packets
- (Benefits subject to meeting production deadlines. Specifics to be shared upon sponsorship confirmation.)
- Medium sponsor logo on event web page
- Medium sponsor logo on event t-shirts

\$1,000 SILVER SPONSORSHIP

EVENT-DAY BENEFITS

- Sponsorship recognition at the start of the ride
- Medium logo displayed on start/finish line banner

BRAND EXPOSURE

- Opportunity to include promotional flyer or other giveaway in registration packets
- (Benefits subject to meeting production deadlines. Specifics to be shared upon sponsorship confirmation.)
- Medium sponsor logo on event web page
- Medium sponsor logo on event t-shirts

OTHER SPONSOR BENEFITS

- 2 Free Rider Passes
- Permission to use le Tour de Femme logo on web
- and print materials (with approval from LTDF)

\$500 BRONZE SPONSORSHIP

EVENT-DAY BENEFITS

- Small logo displayed on start/finish line banner

BRAND EXPOSURE

- Opportunity to include promotional flyer or other giveaway in registration packets
- (Benefits subject to meeting production deadlines. Specifics to be shared upon sponsorship confirmation.)
- Small sponsor logo on event web page
- Small sponsor logo on event t-shirts

OTHER SPONSOR BENEFITS

- 1 Free Rider Pass
- Permission to use le Tour de Femme logo on web
- and print materials (with approval from LTDF)

Sponsor must provide vector image of logo to info@letourdefemme.org within two weeks of confirming sponsorship. To be included on jersey, logo is due by June 15, and to be included on t-shirt, logo is due by August 15. Quantity TBD but typically about 300. Due date: Two weeks prior to the event. Deadline for jersey placement is April 1st

**COMPLETE THIS SPONSORSHIP FORM AND EMAIL TO:
Liz@1ofUs.org**

Organization name: _____

Company Representative: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

Social media handles: _____

SELECT EVENT SPONSORSHIP LEVEL:

 **\$15,000 TITLE SPONSORSHIP**

 **\$10,000 PINK CARBON SPONSORSHIP**

 **\$5,000 BLUE CARBON SPONSORSHIP**

 **\$2,500 PLATINUM SPONSORSHIP**

 **\$1,500 GOLD SPONSORSHIP**

 **\$1,000 SILVER SPONSORSHIP**

 **\$500 BRONZE SPONSORSHIP**