This was my first organized ride. I enjoyed the ride and the cheering of the volunteers. Overall great first experience for me! See y’all next year!!!

-2018 Bike Tour participant
The 20th Annual Moonlight Classic Bike Tour is an annual fundraising event for Meritan. This year, our ride is back in East Memphis and will start and finish at Richard & Annette Bloch Cancer Survivors Park. This year’s theme is “901!” We will have local food, local beer, local entertainment, and games for our riders at the tailgate!

Meritan provides health, life, and social services to at-risk populations of all ages across four states. Services include specialized foster care, on-the-job training and career services for low income seniors, home health, in home non-medical personal care, and independent and support services for people with developmental and intellectual disabilities. Meritan is also a proud member of the Memphis area Coordinated Response to Elder Abuse team.

Meritan’s Mission: “Improve well being and promote independence throughout life’s stages with quality and compassion.”

www.Meritan.org
MARKETING

800+ CYCLISTS

85,000+ EMAIL SUBSCRIBERS
40,000+ FACEBOOK AD REACH
25,000+ D. THOMAS BLVD. SIGN
DRIVERS PASS DAILY
3,000+ BIKE TOUR FLYERS
2,000+ DIRECT MAIL
1,500+ T-SHIRTS
100 POSTERS

RIDER DEMOGRAPHICS

FAMILY MEDIAN INCOME:
$76,500

AVERAGE HOUSEHOLD INCOME:
$65,000

CHILDREN PARTICIPATE:
100+

MALE: FEMALE:
50% 50%

AVERAGE AGE:
25-46

AVERAGE EDUCATION LEVEL:
BACHELOR’S DEGREE

INTERESTS:
HEALTH & FITNESS;
FAMILY;
CHARITY
Return on your investment

- Receive community visibility both pre-tour and day of event
- Reach an audience of 1,500+ on event day
- Showcase and test-market products to a highly targeted audience
- Build employee morale & demonstrate company community commitment

Presenting Sponsor
Headlined as “Presented By” on all Meritan Moonlight Bike Tour materials
*Exclusive to one sponsor

Level $10,000

Start Line Sponsor
Send the riders off your way! You have the opportunity to interact with all of the riders at your Start Line Booth.

Level $2,500

Registration Sponsor
Get noticed right away when people arrive to sign in or pick up their packet.

Level $5,000

Route Sponsor
Great visibility! Get your logo on our sign on Danny Thomas Blvd. where over 25,000+ driver pass daily.

Level $3,500

Water Stop Sponsor
Get face-to-face with riders by sponsoring a water stop. This is a great way to feature a new product and promote your business.

Level $1,500

Mile Marker Sponsor
Encourage and help the riders along the route while promoting your business!

Level $750

Fill out the Sponsorship Commitment Below:

Organization: ________________________________
Contact Name: ______________________________
Address: ____________________________________
City: ______________ State: _______ Zip Code: _______
Email: ___________________________ Phone: ____________

Please select your sponsorship level:

☐ Presenting Sponsor ($10,000)
☐ Registration Sponsor ($5,000)
☐ Route Sponsor ($3,500)
☐ Start Line Sponsor ($2,500)
☐ Water Stop Sponsor ($1,500)
☐ Mile-Marker Sponsor ($750)
<table>
<thead>
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<th>Presenting</th>
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<th>Route</th>
<th>Start Line</th>
<th>Water Stop</th>
<th>Mile Marker</th>
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- **Presented By** on all Marketing Materials
- Logo on 3,000 advertising pieces to cyclists
- Logo on Event Merchandise
- Opportunity to host Packet Pick-Up at your place of
- Company name announced at event
- Logo on Signage on Meritan property at Danny Thomas
- Logo on all Route Maps
- Opportunity for Company Representative to speak at
- Logo in all print ads (Deadline 06/14/19)
- Logo on Start Line Banner (Deadline 06/14/19)
- Booth in start/finish area (size of two parking spaces)
- Logo on Event Posters & T-Shirts (Deadline 07/01/19)
- Booth at water stop
- Banners displayed at event (provided by sponsor)
- Logo on Mile-Marker Poster
- Logo, link, and mentions on
- Logo and link on Meritan.org
- Employee volunteering opportunity
- Complimentary bike tour entries: 20, 15, 10, 5, 2