2020 Sponsorship Opportunities

VIRTUAL

Tour de Summer Camps

SUNDAY NOV. 1ST

Presented by
The Rosalinde and Arthur Gilbert Foundation

tourdesummercamps.org

The Jewish FEDERATION OF GREATER LOS ANGELES

Why sponsor Tour de Summer Camps?

The Jewish Federation's 8th annual Tour de Summer Camps (TdSC) is going virtual on Sunday, November 1st. With the same vibrant energy, we have the same goal as in years past — to send more kids to Jewish summer camp. This time, we're just taking a slightly different course to get there!

This year, TdSC participants can choose to create their own route and ride in their neighborhood — or wherever they choose — or enjoy a convenient, fast-paced spinning experience from home while raising money to provide kids with a summer experience of a lifetime!

As several of our community's beloved camps are all still recovering after being destroyed by the devastating Woolsey Fire, the COVID-19 crisis delivered yet another blow and eliminated the possibility of in-person camp this summer. This obstacle has only motivated us. We are holding this year's Tour de Summer Camps to ensure that kids are able to go to camp next summer — to make memories and build identities that will strengthen themselves and our entire community.

Your support of Tour de Summer Camps will help give more kids the invaluable experience of Jewish summer camp. Studies show that Jewish summer camp:

- Strengthens kids' Jewish identities
- Creates future leaders within the Jewish community
- Teaches campers to grow up to be more Jewishly engaged, connected to Israel, and more likely to pass on Jewish values and traditions to their own kids

Over the first seven years of the event, we have raised more than $7 million, making it possible for thousands of children to have a transformative Jewish summer camp experience — many who would not otherwise be able to afford it without this financial support.

Your generous sponsorship this year will give you exposure to over 500 TdSC participants and over 50,000 community members — reaching a broad cross-section of Los Angeles.

Participating camps that will benefit from this year's Tour de Summer Camps:

Camp Akiba • Camp Alonim • Camp Gesher • Camp Gilboa • Camp Hess Kramer • Camp JCA Shalom • Camp Ramah Gindling Hilltop Camp • Havaya Arts • Kibbutz Bob Waldorf • Moshava Alevy • URJ SciTech Academy

For more information, please contact us at Info@TourdeSummerCamps.org or e-mail Mitch Hamerman at MHamerman@JewishLA.org.

The Jewish Federation of Greater Los Angeles

Sponsorship Levels

CENTURY SPONSOR $100,000

- Premier Logo Placement on Homepage of Tour de Summer Camps Website
- Premier Logo Placement on Official TdSC Rider Jersey (given to riders who raise $1,000+)
- Premier Logo Placement and Link on Sponsor Page of Website
- Premier Logo Placement on Event T-shirts (given to all who raise $500+)
- Premier Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- Acknowledgement at Opening Ceremonies
- Up to 6 Mentions in Social Media
- 10 Complimentary Cyclist Registrations
- 2 Official TdSC Rider Jerseys
- 2 Official TdSC T-Shirts

BREAKAWAY SPONSOR $25,000

- Logo Placement on Homepage of Tour de Summer Camps Website
- Logo Placement on Official TdSC Rider Jersey (given to riders who raise $1,000+)
- Logo Placement and Link on Sponsor Page of Website
- Logo Placement on Event T-shirts (given to all who raise $500+)
- Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- Acknowledgement at Opening Ceremonies
- Up to 4 Mentions in Social Media
- 6 Complimentary Cyclist Registrations
- 2 Official TdSC Rider Jerseys
- 2 Official TdSC T-Shirts

CYCLE AT HOME SPONSOR $25,000

- Logo Placement on Homepage of Tour de Summer Camps Website
- Logo Placement on Official TdSC Rider Jersey (given to riders who raise $1,000+)
- Logo Placement and Link on Sponsor Page of Website
- Logo Placement on Event T-shirts (given to all who raise $500+)
- Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- Acknowledgement at Opening Ceremonies
- Up to 4 Mentions in Social Media
- 6 Complimentary Cyclist Registrations
- 2 Official TdSC Rider Jerseys
- 2 Official TdSC T-Shirts

CAMP SPONSOR $10,000

- Logo Placement on Official TdSC Rider Jersey (given to riders who raise $1,000+)
- Logo Placement and Link on Sponsor Page of Website
- Logo Placement on Event T-shirts (given to all who raise $500+)
- Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- Up to 2 Mentions in Social Media
- 4 Complimentary Cyclist Registrations
- 2 Official TdSC Rider Jerseys
- 2 Official TdSC T-Shirts

CYCLE SPONSOR $5,000

- Logo Placement on Official TdSC Rider Jersey (given to riders who raise $1,000+)
- Logo Placement on Sponsor Page of Website
- Logo Placement on Event T-shirts (given to all who raise $500+)
- Name Placement on Recruitment E-mails to full Federation list and All E-mails to Registered Participants and Volunteers
- 1 Mention in Social Media
- 2 Complimentary Cyclist Registrations
- 2 Official TdSC Rider Jerseys
- 2 Official TdSC T-Shirts

CAMP SPIRIT SPONSOR $2,500

- Company logo on sponsor page of website
- 1 Official TdSC Rider Jersey per sponsor
- 1 Official TdSC T-Shirt per sponsor

2019 Official Rider Jersey

The Jewish Federation of Greater Los Angeles

Sponsorship Comparison Guide

	CENTURY ($100K)	BREAKAWAY ($25K)	CAMP ($10K)	CYCLE ($5K)
Logo on Homepage of Tour de Summer Camps Website	x	x		
Acknowledgement in Opening Program	x	x		
Logo on Official TdSC Jersey (given to riders who raise $1,000+)	x	x	x	x
Logo/Name* and Link on Sponsor Page of Website	x	x	x	x
Logo/Name* on Event T-shirts (given to all who raise $500+)	x	x	x	x
Logo/Name* on Recruitment E-mails to 50,000+	x	x	x	x
Logo/Name* on E-mails Sent to Participants	x	x	x	x
Mentions in Social Media Promotions: Facebook and Instagram	6	4	2	1
Complimentary Cyclist Registration	10	6	4	2
Official TdSC Racing Jersey	2	2	2	2
Official TdSC T-Shirt	2	2	2	2

*Availability of certain benefits may vary due to printing dates.

Thank You to Our 2019 Sponsors

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For more information, please contact us at Info@TourdeSummerCamps.org or e-mail Mitch Hamerman at MHamerman@JewishLA.org.

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