

May 1, 2023

Dear Local Partner,



On Thursday July 27, 2023 Tama Toledo will host the Register's Annual Great Bicycle Ride Across Iowa (RAGBRAI) overnight. RAGBRAI is an annual seven-day bicycle ride across the state. The riders, support staff, and visitors come from all over Iowa and from throughout the world. It is the oldest, largest and longest multi-day bicycle tour in the world.

2023 is the 50th anniversary year celebration of the event. In Tama Toledo we will pay tribute to the inaugural year of the ride, 1973. An estimated 300 people participated that first year, with 114 riders making the entire distance. Over the past fifty years this event has turned into an epic eight-day rolling festival of bicycles, music, food, camaraderie and community.

Locally, we are planning to host 40,000 riders and visitors; providing campgrounds throughout both communities, in-home hosts, showers, local food and food vendors, incredible entertainment, public safety, and so much more. Toledo Heights Park will host our entertainment, food, beer and RAGBRAI VIP area. We will offer public transportation from noon until 12:30 am, allowing everyone to visit downtown Tama and many other places along the bus route. The local event team is working hard to insure this is an epic event and we maximize the economic boost to our local business community.

Your partnership is essential to the over-all success of this event. Please join our growing list of sponsors. We have attached a sponsorship form overviewing opportunities. Please reach out if you would like to discuss the ways you can participate and volunteer; we are happy to overview the day's events in more detail.

We recognize that we are the smallest overnight stop this year, by far. Our local team is determined to bring together the man-power, leadership and financial resources needed to make Tama Toledo shine. We can truly demonstrate our event logo...Kind people are my kind of people.

Sincerely,

Katherine Ollendieck

Brian Sokol

Chris Nelson

Jill Kienzle

Shayna Zmolek

Gary Bock

Kendall Jordan

Marlys Upah



SPONSORSHIP LEVELS

PREMIER EVENT LEVEL	\$25,000+	<ul style="list-style-type: none"> • Large Banner on Main Stage • Logo and Listing on Website • Banner at Main Entrance • Recognition on Media Materials • 10 Tickets to the VIP Lounge • 10 Event T-Shirts
MAIN STAGE LEVEL	\$10,000	<ul style="list-style-type: none"> • Large Banner on Main Stage • Logo and Listing on Website • 5 Tickets to the VIP Lounge • 5 Event T-Shirts
MEDICAL LEVEL	\$5,000	<ul style="list-style-type: none"> • Large Banner on Medical Tent • Logo and Listing on Website • 2 Tickets to the VIP Lounge • 2 Event T-Shirts
BEVERAGE LEVEL	\$2,500	<ul style="list-style-type: none"> • Large Banner on Beer Tent • Logo and Listing on Website • 2 Event T-shirts
PUBLIC BUS LEVEL	\$1,500	<ul style="list-style-type: none"> • Recognition on 10 Public Busses (12 hours of public transportation) • Decorate Bicycle at Bus Stop • Logo and Listing on Website
PUBLIC SAFETY LEVEL	\$1,000	<ul style="list-style-type: none"> • Banner on Information Tent • Logo and Listing on Website
ENVIRONMENTAL LEVEL	\$500	<ul style="list-style-type: none"> • Logo and Listing on Website
FRIEND OF THE EVENT LEVEL (NON-BUSINESS)	\$250	<ul style="list-style-type: none"> • Listing on Website



SPONSORSHIP PLEDGE

NAME OF ORGANIZATION: _____

CONTACT PERSON: _____

ADDRESS, CITY, STATE, ZIP: _____

PHONE: _____

AMOUNT ENCLOSED: _____

___ PREMIER EVENT LEVEL - \$25,000+

___ MAIN STAGE LEVEL - \$10,000

___ MEDICAL LEVEL - \$5,000

___ BEVERAGE LEVEL - \$2,500

___ PUBLIC BUS LEVEL - \$1,500

___ PUBLIC SAFETY LEVEL - \$1,000

___ ENVIRONMENTAL LEVEL - \$500

___ FRIEND OF THE EVENT LEVEL (NON-BUSINESS) - \$250

Thank you for your generous support of our event!

*Please return form and payment by June 15, 2023 to:
Tama-Toledo Chamber of Commerce, PO Box 367, Toledo, IA 52342*