



VELO BLU

Pedal for Blu Genes

**Friday September 13th, 2019 ~
Niagara-on-the-Lake**

Sponsorship Opportunities





About Velo Blu

Velo Blu is a charity ride inclusive of all cycling abilities; with two routes allowing for all cyclists to enjoy the ride with the option of adding a challenge. Our inaugural ride will take place this fall on Friday, September 13th, 2019 and will be an exciting and high-end experience for riders and event guests alike. Velo Blu will begin at the beautiful Peller Estates Winery and will guide you on a scenic ride through Niagara-on-the-lake culminating back for a celebration with great food, wine and sense of accomplishment. Cyclists will enjoy premium offerings including a Assos jersey along with other high-end swag.

All proceeds will support life saving gene therapy research through Blu Genes Foundation.

About Blu Genes Foundation

The BLU GENES Foundation began with a personal mission to find a cure for a rare and fatal genetic disorders called Tay-Sachs disease and was soon established for the larger purpose of raising funds and awareness to advance gene therapy and find a cure for genetic disorders. By advancing gene therapy, we can offer hope to the many families dealing with the impact of having a loved one who is affected by any one of the 7000 genetic diseases.

As with many genetic disorders, there is currently no cure for Tay-Sachs disease. Although showing great clinical promise, gene therapy research is expensive, and there have been only a few clinical trials. Most of the diseases that are potentially treatable with gene therapy are rare, and they lack visibility and the funding support available for more common diseases.

Your support of Velo Blu will go a long way in changing someone's life. By supporting Blu Genes Foundation, you are helping to find a cure for Tay-Sachs disease and other incurable genetic disorders.

Sponsorship opportunities can be customized to suit your budget and organizational goals. To learn more: please visit: www.blugenes.org or contact Nicola Dent at info@blugenes.org



Presenting Sponsor – Valued at \$75,000

Event Opportunities

- Exclusive recognition as the *Presenting Sponsor* of the inaugural *Velo Blu* ride
- Six cyclist opportunities along with an additional six invitations to the post-ride lunch hosted at Peller Estates
- Opportunity to showcase your corporate brand and network with an influential and impactful audience

Promotional Benefits

- Corporate logo placement below the official Velo Blu event logo, featured on all collateral and promotional materials (does not include jersey)
- Premium logo recognition on all event collateral including,
 - Save the Date & subsequent participant invitations (electronic format)
 - All electronic event communication
 - Sponsor & guest communication & e-confirmation
 - All visual presentations on-site
- Verbal recognition during welcome remarks at the lunch
- Opportunity to include corporate gift in kit bag
- Inclusion on all *Velo Blu* social media initiatives including Instagram and Facebook
- Logo recognition on all event advertising received, including print, broadcast and digital platforms
- Recognition on the 2019 *Velo Blu* splash page



Route Sponsor – Valued at \$25,000

Event Opportunities

- Exclusive recognition as the *Route Sponsor* of the inaugural *Velo Blu* ride
- Four cyclist opportunities along with an additional four invitations to the post-ride lunch hosted at Peller Estates
- Opportunity to showcase your corporate brand and network with an influential and impactful audience

Promotional Benefits

- Premium logo recognition on all event collateral including,
 - Save the Date & subsequent participant invitations (electronic format)
 - All electronic event communication
 - Sponsor & guest communication & e-confirmation
 - All visual presentations on-site
- Exclusive branded signage showcased on the route
- Verbal recognition during welcome remarks at the lunch
- Inclusion on some *Velo Blu* social media initiatives including Instagram and Facebook
- Logo recognition on some event advertising received, including print, broadcast and digital platforms
- Recognition on the 2019 *Velo Blu* splash page

**time sensitive due to production schedule*



Kit Sponsor – Valued at \$25,000

Event Opportunities

- Exclusive recognition as the *Kit Sponsor* of the inaugural *Velo Blu* ride along with an additional four invitations to the post-ride lunch hosted at Peller Estates
- Four cyclist opportunities along with an additional four invitations to the post-ride lunch hosted at Peller Estates
- Opportunity to showcase your corporate brand and network with an influential and impactful audience

Promotional Benefits

- Premium logo recognition on all event collateral including,
 - Save the Date & subsequent participant invitations (electronic format)
 - All electronic event communication
 - Sponsor & guest communication & e-confirmation
 - All visual presentations on-site
- Exclusive logo recognition on the official kit bag and some swag*
- Verbal recognition during welcome remarks at the lunch
- Inclusion on some *Velo Blu* social media initiatives including Instagram and Facebook
- Logo recognition on some event advertising received, including print, broadcast and digital platforms
- Recognition on the 2019 *Velo Blu* splash page

**time sensitive due to production schedule*



Velo Sponsor – Valued at \$10,000

Choose one of the following naming opportunities: Après Ride, Bike Valet, Finish Line, Marshal, Pace Car, Starting Line Sponsor, Reception, Water Bottle

Event Opportunities

- Category recognition as a *Velo Sponsor* with a choice of specific naming opportunity
- Two cyclist opportunities
- Opportunity to showcase your corporate brand and network with an influential and impactful audience

Promotional Benefits

- Logo recognition on all event collateral including,
 - All electronic event communication
 - Sponsor & guest communication & e-confirmation
 - All visual presentations on-site
- Opportunity to create an on-site brand activation experience based on chosen recognition above
- Verbal recognition during welcome remarks at the lunch
- Inclusion on some *Velo Blu* social media initiatives including Instagram and Facebook
- Logo recognition on some event advertising received, including print, broadcast and digital platforms
- Recognition on the 2019 Velo Blu splash page



Pedal Sponsor – Valued at \$5,000

Event Opportunities

- Category recognition as a *Pedal Sponsor*
- One cyclist opportunity
- Opportunity to showcase your corporate brand and network with an influential and impactful audience

Promotional Benefits

- Logo recognition on all event collateral including,
 - Some electronic event communication
 - All visual presentations on-site
 - Verbal recognition during welcome remarks at the lunch
- Inclusion on some *Velo Blu* social media initiatives including Instagram and Facebook
- Logo recognition on some event advertising received, including print, broadcast and digital platforms
- Recognition on the 2019 Velo Blu splash page