



Seeking Sponsors for the 2024 Tour de Fuzz

For the past 14 years, the **Tour de Fuzz** has been described as a “one-of-a-kind” cycling event and the “FUNNEST RIDE” in Northern California. Some say it’s the infamous finish-line party celebration. Others claim it’s our three scenic wine country routes and full-service rest stops. While many simply enjoy the SAG (Support & Gear) vehicles with off-duty cop/cyclists and the fun giveaways. Regardless of the reason(s), this charity cycling event makes it possible for Chaplains to serve our community. The ride sells out annually, and 100% of funds raised benefit the **Law Enforcement Chaplaincy Service in Sonoma County**. This year’s ride is on Saturday, August 31, 2024.

TdF Riders – Your Captive Target Audience

Branding your product or service through the Tour de Fuzz connects you to an upper-income, educated, health-conscious buyer. Our average cyclist is under 50 years old, affluent, and resides in Northern California. 30% are affiliated with local law enforcement, and 60% are career professionals (college educated). Brand loyalty is important to our riders, and your message to this captive audience, right when their endorphins are high, will make a lasting impression. Riders – who we affectionately call ‘fuzzies’ – are passionate about cycling and our chaplaincy charity – and they will feel the same way about your brand.



Our Cause is “Being There.” Your Sponsorship Matters.

The **Law Enforcement Chaplaincy Service in Sonoma County**, through 36 academy-trained, full-time volunteer chaplains, provide support to first responders, law enforcement, emergency personnel, their families, and members of our community who find themselves in the midst of tragedy and loss. During this last year, our Chaplains responded 24/7/365 to suicides, Covid-19 deaths, and homes lost to wildfires. The Tour de Fuzz annual charity ride is the primary source of funding for this chaplaincy.

Sponsor Benefits	Platinum	Gold	Silver	Bronze
	Cash, \$3,500 or In-Kind, \$5,000	Cash, \$2,500 or In-Kind, \$3,000	Cash, \$1,000 or In-Kind, \$2,000	Cash, \$500 or In-Kind, \$1,000
Rest Stop Sponsor, Signage	✓			
Start & Finish Line Signage	✓			
Website Feature Logo (large)	✓	✓		
Website Sponsor Logo	✓	✓	✓	✓
Social Media Rider Posts	4	3	2	1
Rider Emails, Business Offer	✓			
T-Shirt Feature Logo (large)	✓	✓		
T-Shirt Sponsor Logo	✓	✓	✓	✓
Ride Map Logo	✓	✓	✓	✓
After Party Expo Booth	10' x 10'	6' table	6' table for \$250	6' table for \$500
After Party Table Tents	✓	✓		

Become a Tour de Fuzz Sponsor and Chaplaincy Supporter Today

Sponsorships are offered on a first-come, first-served basis. Thank you for helping to make a difference in our community through this remarkable organization. 100% of funds raised benefit the Law Enforcement Chaplaincy in Sonoma County. We are a 501(c)(3) organization, Federal Tax ID 68-0424491. For sponsorship information, visit TourDeFuzz.org and contact Shaun Ralston at (707) 332-2945 or info@tourdefuzz.org.