SKECHERS

Tour de Pier™

SUNDAY
MAY 16, 2027

Ride in place. Move charity forward.



2027
SPONSORSHIP OPPORTUNITIES

Manhattan Beach Pier

TourdePier.com

BECOME A SPONSOR

Fight cancer at this unique fundraising event where you ride in place with a gorgeous view. The 5 hour stationary event offers sponsors a one-of-a-kind opportunity for an interactive, emotional connection with participants. The foot traffic alone presents a terrific opportunity to market your brand to a consumer that enjoys or aspires to live a healthy lifestyle.



BE PART OF OUR GROWTH



Since 2013, Tour de Pier has **raised more than $16 million** for cancer charities.

FIGHT CANCER WITH US

Cancer is the second most common cause of death in the US, accounting for nearly 1 of every 4 deaths. Cancer has impacted everyone, including you and your employees. Whether you are a large corporation or a small business looking to make an impact and involve your team in the experience, we have a variety of effective sponsorship levels to choose from. Join our fight today.

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OUR BENEFITTING CHARITIES



Tour de Pier is organized to raise funds for the following cancer charities: The Hirshberg Foundation for Pancreatic Cancer Research (pancreatic.org), The Uncle Kory Foundation (unclekory.org) and Cancer Support Community South Bay (cscsouthbay.org).

HIRSHBERG FOUNDATION FOR PANCREATIC CANCER RESEARCH

Founded in 1997, the Hirshberg Foundation for Pancreatic Cancer Research is a national, nonprofit organization dedicated to advancing pancreatic cancer research, and providing information, resources and support to pancreatic cancer patients and their families.

CANCER SUPPORT COMMUNITY SOUTH BAY

Since 1987, the mission of Cancer Support Community South Bay (CSCSB) has been to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community. CSCSB provides support to cancer patients and their loved ones with psychosocial, educational, and mind/body programs all free of charge.

Uncle Kory FOUNDATION

We've got brain cancer surrounded.

Founded in 2014, the Uncle Kory Foundation (UKF) is a non-profit, tax exempt 501(c)(3) organization inspired by the life of Kory Lewis Hunter. UKF's mission is to advance innovative and collaborative brain cancer research to specifically improve the survival rate and treatment of those diagnosed with adult and pediatric brain cancer.

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JOIN OUR CORPORATE SPONSORS

Past Sponsors Include:

ADVANCED AIR

SKECHERS

JR 286

vertra
ELEMENTAL RESISTANCE

THE STRAND HOUSE

LOS ANGELES CLIPPERS

UCLA Health

Bay Club

CHASE
J.P.Morgan

Sheppard

LOEB & LOEB LLP

Los Angeles Ale Works

pwc

Chevron

Anthony Pritzker
FAMILY FOUNDATION

db URBAN COMMUNITIES

WELLS FARGO

electric red

Morgan Stanley
PRIVATE WEALTH MANAGEMENT

XEROSOLAR

Providence
Little Company of Mary

Deloitte.

City of Hope.

FABLETICS

TORRANCE MEMORIAL
MEDICAL CENTER

Burlington

FRESH BROTHERS
PIZZA · SALAD · WINES

shade
LUXURY BOUTIQUE HOTELS

CLAY LACY
AVIATION

Cedars Sinai

KTLA 5
LA's Very Own

southbay

LEGENDS

NORTHERN TRUST

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PRESS & MEDIA HIGHLIGHTS





TELEVISION

ESPN *SportsCenter*
KCAL 9 News
CBS News Los Angeles
abc7 Eyewitness News
NBC Los Angeles
NBC San Diego
NBC Bay Area
KTLA News
KTLA *Morning News Weekend*
KTTV *Good Day L.A.*
Spectrum News 1
KCAL News *Sports Central*
NBC LA *California Live*
K-VEA-TV/Telemundo

RADIO & PODCAST

iHeart SoCal Show
KOST 103.5
Real 92.3
AM 570 LA Sports
Alt 98.7
The Patriot AM 1150
102.7 KIIS-FM
104.3 MY FM
KNX News
Healthy Life Radio

NEWSPAPER & MAGAZINE

Los Angeles Times
Southbay magazine
Daily Breeze
The Beach Reporter
Easy Reader
Manhattan Beach News

DIGITAL

Yahoo! News
MSN
New York Times *California Today*
Cancer Health
NBC San Diego
NBC Bay Area
NBC Los Angeles
Patch
Getty Images

AWARDS

LA Business Journal Non Profit Award (Finalist: Project Collaboration of the Year)
California Association of Parks & Recreation (Winner: Outstanding Special Event)
Best of Manhattan Beach (Chamber of Commerce Finalist: Best Community Event)

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SPONSORSHIP LEVELS

 TITLE $100,000	 PLATINUM JERSEY $50,000	 YELLOW JERSEY $25,000	 HEALTH & FITNESS EXPO $25,000	 LAWN SIGN $15,000
 RAINBOW JERSEY $15,000	 WATER BOTTLE $15,000	 KIDS' ZONE $15,000	 REGISTRATION BOOTH $15,000	 AUCTION PRESENTING $15,000
 RIDER BADGE $10,000	 GREEN JERSEY $10,000	 BIKE VALET $10,000	 INFORMATION BOOTH $10,000	 RAFFLE BOOTH $10,000
 TOWEL $10,000	 VIP GREEN ROOM $7,500	 INSTRUCTORS & ENTERTAINERS LOUNGE $7,500	 BIKE ID CARD $7,500	 VOLUNTEER $7,500
 CO-APPRECIATION $5,000	 CAR $5,000	 HYDRATION STATION $5,000	 POLKA DOT JERSEY $5,000	 WHITE JERSEY $2,500

*Custom Sponsorships Available. Visit **SponsorTourdePier.com** for additional benefits at each level.

HEALTH & FITNESS EXPO

$25,000

Take center stage in one of Tour de Pier's most active and engaging areas as the exclusive Health & Fitness Expo Sponsor. Free and open to the entire community, the Tour de Pier Health & Fitness Expo is expected to welcome more than 4,000 attendees and brings together health, wellness, fitness and lifestyle brands for guests to explore and enjoy throughout the event. As the exclusive sponsor, your company will receive prominent branding at the entrance and throughout the Expo, along with naming recognition as the Tour de Pier Health & Fitness Expo in all pre event materials.





Kid Zone

$15,000

Help make Tour de Pier a day the whole family can enjoy as the exclusive Kids Zone Sponsor. Located on the north side of our Health & Fitness Expo, the Kids Zone is a dedicated family-friendly area filled with activities and experiences designed especially for our youngest attendees. As the exclusive sponsor, your company will receive prominent logo recognition throughout the Kids Zone, connecting your brand with families and one of the event's most energetic areas.

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LAWN SIGN

$15,000

Getting the word out about Tour de Pier begins months before the event. One of our best promotion tools are the 400 lawn signs strategically placed throughout the greater South Bay community by some of our most devoted supporters. Lawn signs are revealed in March and are displayed through event day in May at local businesses, homes, and prime intersections for maximum visibility. With the Lawn Sign Sponsorship your logo will be displayed on each lawn sign announcing your support for our mission to fund better cancer research and support.





AUCTION PRESENTING SPONSOR

$15,000

Your company can sponsor one of Tour de Pier's biggest fundraising efforts as the exclusive Auction Presenting Sponsor. Our highly anticipated (online and in-person) auction features incredible experiences, packages and items that raises more than $100,000 to support our mission each year. Your company will also receive recognition at our in-person auction during the Appreciation Reception and at the Tour de Pier main event on Manhattan Beach Pier.

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REGISTRATION BOOTH

$15,000

Make a strong first impression as the exclusive Registration Booth Sponsor. As one of the first stops for Tour de Pier riders and participants, the Registration Booth is a busy event hub as our community checks in and gets ready for an unforgettable day at the Manhattan Beach Pier. Your company will receive prominent logo recognition at the Registration Booth; it's a highly visible way to welcome the Tour de Pier community and show your support for important cancer research and patient support programs.





WATER BOTTLE

$15,000

As our Water Bottle Sponsor you can help us reduce our carbon footprint while hydrating our athletes, volunteers, sponsors, celebrity guests, and entertainers with their refillable and co-branded recyclable aluminum water bottle. Have your logo and company stand out on these reusable water bottles signaling to our participants that you care about our cancer-fighting mission while also practicing sustainable efforts for our environment.

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RIDER BADGE

$10,000

Be part of the Tour de Pier experience for every rider as the exclusive Rider Badge Sponsor. More than 1,600 registered riders receive a custom Tour de Pier badge identifying them and their bike as part of the ride. Worn throughout the event and often kept as a memento afterward, the Rider Badge offers your company a unique opportunity to connect directly with every rider. As the exclusive sponsor, your company logo will be featured on every Rider Badge, giving your brand visibility across the event and in the many photos captured throughout the day.





RAFFLE BOOTH

$10,000

Put your brand at one of the most popular and highly trafficked destinations at Tour de Pier as the exclusive Raffle Booth Sponsor. Located near the entrance to our Health & Fitness Expo, the Raffle Booth is a natural stopping point for attendees as they arrive and explore the event. As the exclusive sponsor, your company will receive prominent logo recognition at the Raffle Booth, placing your brand alongside one of our attendees' favorite Tour de Pier experiences.

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VOLUNTEER

$7,500

Our amazing volunteers help make our event possible. With 300 volunteers over a two-day span, all dressed in matching t shirts, the whole point is for them to stand out to assist our guests. Let your company stand out too as the exclusive Volunteer Sponsor. Each shirt will prominently display your business logo and let our community know that your company supports our mission to fund important cancer research AND believes in the important cause of donating your time and energy too. Make an even bigger splash by adding a volunteer group for the day of event for an excellent team building activity.





HYDRATION STATION

$5,000

All those athletes riding their stationary bikes sure do get thirsty! As the Hydration Station Sponsor you are able to help us keep everyone hydrated and are recognized at our eco-conscious hydration station. Thousands of visitors step up to our complimentary water bottle filling station, which helps keep thousands of water bottles out of the landfill and shows your support for our mission. This unique sponsorship is only available to one business but helps on many fronts.

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CO-APPRECIATION RECEPTION

$5,000

Our Appreciation Reception, held the week prior to our annual ride, is an invite-only fete honoring our sponsors, major donors, hero riders, cancer survivors, and fundraisers. This is your opportunity to be front and center at the event as an Appreciation Reception Sponsor. Help us thank these cancer fighting superheroes while seamlessly showing this core group of supporters that you are in the fight with us. Signature branding at the reception AND the Tour de Pier event gives you an opportunity to shine at both events.





CAR SPONSOR

$5,000

Bring your showroom to the gorgeous Manhattan Beach Pier by being the exclusive car sponsor of the Tour de Pier. Showcase up to 4 vehicles to thousands of event and expo attendees while also demonstrating your support of the local community and commitment to philanthropy. This unique venue allows for our participants to unite throughout our five-hour event, giving you ample time to engage with thousands of participants attendees. Display your newest models, share your messaging, and meet prospective buyers when you become the exclusive Tour de Pier car sponsor!

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BE PART OF THE BEST DAY OF THE YEAR!









Custom Sponsorships are available to meet your company's needs and budget. **Contact our Sponsorship Director Renee Vachon at Renee@TourdePier.com or call (310) 295-4533 to become a sponsor and ride to cure cancer.**

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