



Sponsorship Packet

Event Details

Tour de Lights is a fun, free, family friendly bike ride through downtown and North Knoxville. The event will be hosted on Saturday, December 11, 2021 at 5:30 pm.

Sponsorship Tiers and Benefits

- ❖ Gold - \$1,000
 - Table at event
 - Public recognition at event by hosts
 - Logo on banner at event
 - Logo on [website](#)
 - Promotion on [Tour de Lights Facebook](#), [Bike Walk Knoxville Facebook](#), [Bike Walk Knoxville Instagram](#), [Visit Knoxville Facebook](#), and [Visit Knoxville Instagram](#)
- ❖ Silver - \$500
 - Table at event
 - Logo on [website](#)
 - Promotion on [Tour de Lights Facebook](#), [Bike Walk Knoxville Facebook](#), [Bike Walk Knoxville Instagram](#), [Visit Knoxville Facebook](#), and [Visit Knoxville Instagram](#)
- ❖ Bronze - \$250
 - Table at event
 - Promotion on [Tour de Lights Facebook](#), [Bike Walk Knoxville Facebook](#), [Bike Walk Knoxville Instagram](#), [Visit Knoxville Facebook](#), and [Visit Knoxville Instagram](#)

Contact Information

If you are interested in becoming a sponsor of the 2021 Tour de Lights, please reach out to Bike Walk Knoxville Executive Director Lindsey Kimble at lindsey.kimble@bikewalktn.org. Thank you for your support of Tour de Lights!