



2027

Sponsorship Packet

Cancer Association of Louisiana (CAGNO)

EIN: 72-0517802

201 Evans Road Ste. 319

New Orleans, LA 70123

504-733-5539

The Cancer Association of Louisiana (CAGNO) is pleased to serve as the **fiscal administrator** for the *Bike the Bayou* initiative.

CAGNO is a nonprofit organization recognized as **tax-exempt under Section 501(c)(3) of the Internal Revenue Code**. Contributions made in support of Bike the Bayou through CAGNO are **tax-deductible to the extent allowed by law**.

Bike The Bayou is a collaborative regional cycling initiative that promotes health, wellness, and community engagement across Southeast Louisiana. Through this partnership, CAGNO provides financial oversight and administrative support to ensure all funds are properly managed in accordance with nonprofit regulations.

Donations and sponsorships for Bike the Bayou should be made payable to:

Cancer Association of Louisiana (CAGNO)

EIN: 72-0517802

Please include "Bike the Bayou" in the memo line to ensure proper designation.

We sincerely appreciate your support for this initiative and your commitment to strengthening our community through health-focused programs and events.

If you have any questions regarding this partnership or the tax status of contributions, please do not hesitate to contact our office.

Sincerely,

Tammy L. Swindle
Executive Director

Bike The Bayou Sponsorship Pricing Sheet

Presenting Sponsor (\$10,000)

- Prominent logo placement
- Marketing campaign inclusion
- Event booth opportunities
- Press mentions

Series Sponsor (\$5,000)

- Logo across events
- Website + social recognition
- Rider communications inclusion

Spinning Spoke Sponsor (\$2500)

- Logo across events
- Social media mentions
- Community recognition

Supporting Sponsor (\$1,500)

- Logo on select materials
- Social media mentions
- Community recognition

Bike The Bayou

“Ride the Region”

What it is: A collaborative series of cycling events across Southeast Louisiana, uniting multiple rides into one regional brand.

Participating Events:

- Tour de Lis April 3, 2027
- Tour de Jefferson November 11, 2026
- Southern Magnolia 100 September 20, 2026
- MS 150 Dat’s How We Roll September 25-26, 2027
- Tour da Parish October 17, 2026

Why It Matters:

- Expands audience reach across multiple events
- Builds a stronger cycling community
- Drives repeat rider participation

Sponsor Benefits:

- Exposure across multiple events (not just one)
- Direct access to active, engaged participants
- Regional brand visibility
- On-site engagement opportunities

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