

2026 TOUR DE DIRT



A 501(c)(3)
nonprofit
mountain bike
race series



Sponsorship Packet

DIRT. COMMUNITY. OKLAHOMA.

As the longest-running mountain bike race series in the United States, Tour de Dirt is dedicated to honoring our roots while building the future of the sport through inclusive events, youth engagement, community partnerships, and a commitment to overall well-being.

About Tour de Dirt

The purpose of the Tour de Dirt race series is to expand access to mountain biking in Oklahoma through safe, welcoming, and professionally organized events for riders of all ages and skill levels. As the longest-running mountain bike series in the nation, Tour de Dirt promotes whole-person wellness, strengthens community connections, and creates meaningful opportunities for riders of all ages and abilities to experience healthy recreation and personal growth.

Tour de Dirt is professionally timed using a high-quality MyLaps timing system, operated by experienced race timers and event organizers. The season consists of 6–10 races each season, split between spring and fall races that highlight the diverse trails and terrain across Oklahoma. Each event brings riders together in a unique setting, celebrating the variety and beauty of our state’s mountain biking community. Our Kids Kup division reflects our commitment to youth development, and our partnership with Bike Club OKC is helping us expand our reach, engage more young riders, and strengthen the future of the sport.

Series Directors :

Tom & Debbie Uglean
Website : tourdedirt.com
Facebook : Tour de Dirt
Instagram: @oktourdedirt
(405) 206-3615
tom@tourdedirt.com
debbie@tourdedirt.com

Kids Kup & Youth Development Director :

Jeremy Collins
(405) 223-7031
jmcbiker@gmail.com

HOW SPONSORSHIP DOLLARS ARE USED:



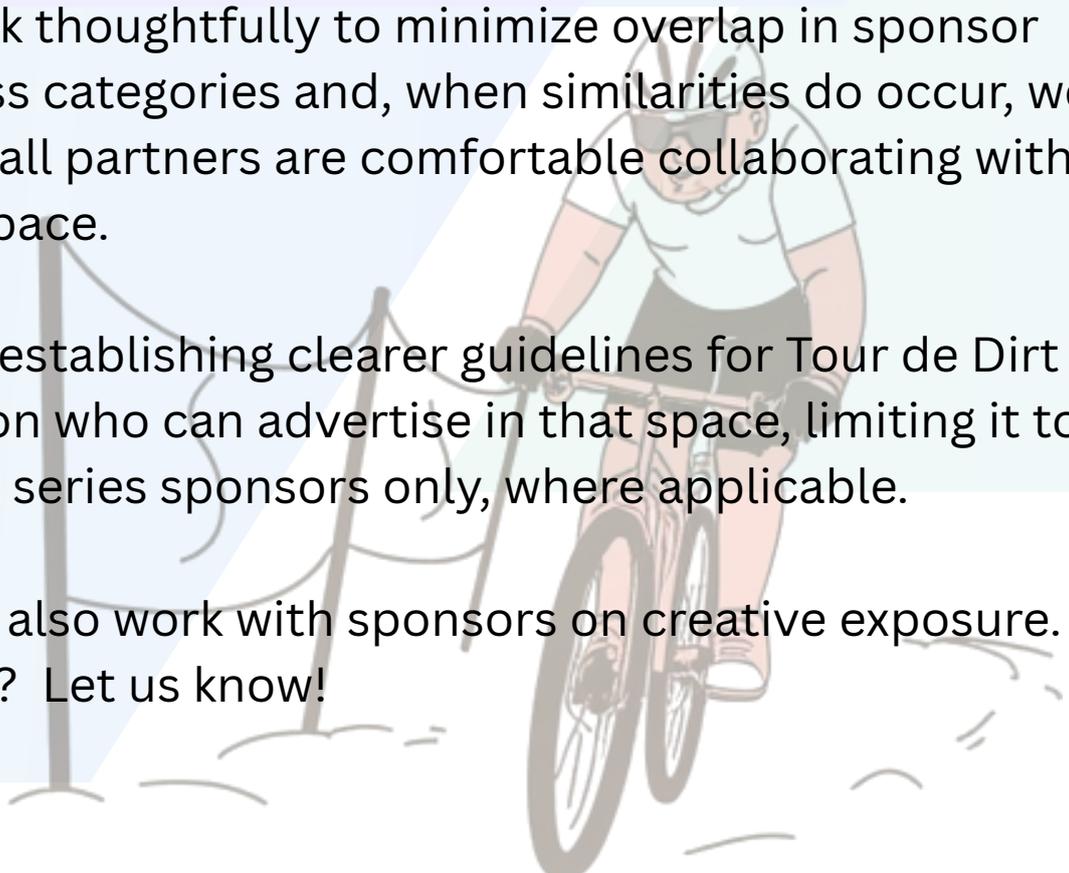
Tour de Dirt is committed to giving every sponsor meaningful, high-visibility exposure throughout the entire race season. We highlight our partners at each venue, on-course, and across our digital platforms so their support is seen and appreciated by racers, families, and spectators.

Through race plate placement, signage, feather flags, announcements, Tour de Dirt merch, social media features, and community engagement, we intentionally elevate the brands that believe in our mission. Our sponsors are more than logos – they are valued partners who help fuel the growth of mountain biking in Oklahoma.

We work thoughtfully to minimize overlap in sponsor business categories and, when similarities do occur, we ensure all partners are comfortable collaborating within the same space.

We are establishing clearer guidelines for Tour de Dirt social media on who can advertise in that space, limiting it to current series sponsors only, where applicable.

We can also work with sponsors on creative exposure. Have an idea? Let us know!



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL	AMOUNT	WHAT YOU GET
<p>Kid Kup Sponsorship</p> <p># Available - 1</p>	<p>\$1,000</p>	<ul style="list-style-type: none"> • Logo on Kids Kup plates • Logo on Tour de Dirt website as Kids Kup sponsor. • Logo on all BikeSignUp race registration sites as the Kids Kup sponsor. • Logo on Kids Kup merch. • Sponsor mention on Tour de Dirt and Kids Kup social media pages- FB & IG with regular shout outs. • Large logo on Series Sponsor banner displayed at each race. • Feather flag displayed at all Kids Kup races • Let us know if you have more ideas for exposure!
<p>Epic Ride Series Sponsorship</p> <p># Available - 1</p>	<p>\$1000</p>	<ul style="list-style-type: none"> • Logo on Tour de Dirt website as the series sponsor. • Logo on all BikeSignUp race registration sites as a series sponsor. • Sponsor mention on Tour de Dirt and Kids Kup social media pages- FB & IG with regular shout outs. • Large logo at top of Series Sponsor banner displayed at each race. • Large feather flag with logo displayed at each race at the start/finish line. • Logo on Tour de Dirt merch.
<p>Series Race Plate Sponsorship</p> <p>Cat 1 - # Available - 1 Cat 2 - RESERVED Cat 3 - # Available - 1</p>	<p>\$750</p> <p>Per race category</p> <p>Race plate logo placement is one of our highest-visibility assets, appearing at every event & in many rider and media photos throughout the season, with visibility that continues long after race day.</p>	<ul style="list-style-type: none"> • Logo on every Cat plate sold. • Logo on Tour de Dirt website. • Logo on all BikeSignUp race registration sites as plate sponsor. • Sponsor mention on Tour de Dirt social media pages- FB & IG. • Logo on Series Sponsor banner displayed at each race. • Feather flag displayed near the start/finish line of all races.
<p>Race Crew Sponsorship</p> <p># Available - 3</p>	<p>\$500</p>	<ul style="list-style-type: none"> • Logo on Tour de Dirt website. • Logo on all BikeSignUp race registration sites as a sponsor. • Series sponsor mention on all Tour de Dirt social media pages. • Logo on Series Sponsor banner displayed at each race. • Feather flag displayed near the start/finish line of all races.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL	AMOUNT	WHAT YOU GET
<p>Trail Supporter Sponsorship</p> <p># Available - 4</p>	<p>\$250</p>	<ul style="list-style-type: none"> • Logo on Tour de Dirt website. • Logo will go on all BikeSignUp race registration sites as a sponsor. • Sponsor mention on Tour de Dirt social media pages- FB & IG. • Small logo on Series Sponsor banner displayed at each race.
<p>In Kind Sponsorships</p> <p>Unlimited</p>	<p>Value based on donation. Examples of In-Kind Sponsorships/Donations:</p> <ul style="list-style-type: none"> • Food and Beverages: Protein bars, energy gels, snacks, bottled water, sports drinks. • Merchandise: T-shirts, hats, water bottles, socks, or other branded items. • Prizes: Gift cards, bike accessories, or gear. • Facilities: Use of a venue, tents, tables, chairs, or portable restrooms. 	<p>In-kind sponsorships are welcomed and appreciated, offer great visibility for your brand or business, and enhance the race experience. These sponsorships can be targeted to one race (this sponsorship would be recognized at the specific race) or spread across all races depending on the amount of donation.</p> <p>Your logo will be posted on Tour de Dirt social media pages (FB & IG) with shout outs where/when donations are utilized.</p>

IF YOU ARE INTERESTED IN BECOMING A 2026 TOUR DE DIRT SPONSOR, PLEASE REACH OUT TO DEBBIE UGLEAN AT DEBBIE@OKLAHOMARACECOMPANY.COM TO SECURE YOUR SPOT AND FOR THE SPONSORSHIP AGREEMENT. TOUR DE DIRT IS A 501(C)(3) MOUNTAIN BIKE RACE SERIES AND OUR EIN AND NECESSARY DOCUMENTATION WILL BE PROVIDED UPON REQUEST. NOTE THAT PAYMENT AND LOGO IS DUE NO LATER THAN FEBRUARY 15, 2026.

**THANK YOU
• FOR YOUR
SUPPORT**



Scan QR Code to access Sponsorship Packet as an online flipbook





2026 Tour de Dirt Series Sponsorship Agreement



Tour de Dirt is a 501(c)(3) nonprofit mountain bike race series celebrating **Dirt. Community. Oklahoma.** We host competitive, timed XC races across the state with divisions for all ages and skill levels. At the heart of our mission is Kids Kup, our youth program for riders 12 and under that helps grow the next generation of Oklahoma cyclists. As the longest-running mountain bike series in the United States, Tour de Dirt is proud to support local trails, riders, and communities across Oklahoma.

Your sponsorship provides essential funding that strengthens our events, expands racer access, and promotes a healthy, active lifestyle across the state. In return, we work alongside you to highlight your business and connect you with a dedicated and engaged cycling community. We can provide our EIN, documentation and a receipt for your charitable contribution upon request. This agreement remains in effect through the conclusion of the 2026 race season.

Sponsorship Level: _____

Business Name: _____

Address: _____

Email: _____ Phone: _____

Printed Representative Name: _____ Title: _____

By signing this agreement, I agree to pay my sponsorship amount and provide a signed Sponsorship Agreement and clear logo no later than **February 15th, 2026**.

I am authorized to act on behalf of the above-listed business. I further authorize Tour de Dirt and its agents to use my logo and company image at its races/events, and on social media and where otherwise appropriate to do so.

Signature: _____ Date: _____

Payment can be made either by electronic payment (we will email you an invoice to make payment from), or by check - contact us for mailing instructions. E-mail signed agreement to debbie@oklahomaracecompany.com. Please provide a logo of sufficient quality that will be used for promotional items such as social media, posters, jerseys, etc., *if you have not done so already*. Tour de Dirt will make every effort to adhere to trademark rules and be respectful in representing your brand and to how your logo is used. Logos can be sent via e-mail to debbie@oklahomaracecompany.com. **THANK YOU for your support!**