



2024 LOCAL BUSINESS PACKAGES

MONDAY, MAY 27, 2024 | 9AM - 6PM | DOWNTOWN SOMERVILLE

SHOW YOUR SUPPORT FOR AN AMERICAN TRADITION

The 79th Tour of Somerville will take place on Monday, May 27, 2024, in Downtown Somerville. This bike race is the longest-running in the country, established in 1940 by Fred “Pop” Kugler and continued in honor of his son, Furman, who died serving the country in World War II. The event attracts over 11,000 spectators to Main Street, including people from New Jersey, New York, and Pennsylvania. The organizing committee is offering Main Street businesses premium advertising opportunities at a discounted rate until April 30, 2024, as a show of appreciation for their contribution to the vibrancy of Somerville. Thank you for your support!



Prime (race prize) with commentary mention of business name



Race Course Branding (39"x96" panel)

Window Cling

\$250

Race Course Branding (39"x96" panel)

Window Cling

\$500
\$1100 value

Race Course Branding (39"x96" panel)

Window Cling

\$1000
\$1800 Value

!! Vector Artwork is required by April 30 for all course boards !!

[HTTPS://WWW.TOUROFSOMERVILLE.COM/ADVERTISING-OPPORTUNITIES](https://www.tourofsoverville.com/advertising-opportunities)

SUPPORT ONLINE

CONTACT

TOUR OF SOMERVILLE ORGANIZING COMMITTEE
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