



Vendor Fair, Sponsorship & Partnership Opportunities

Vendor Fair Information

Vendor Fair @ Packet Pick-Up

Friday, July 31 | 9 AM-4 PM

Minnetonka High School (Indoors)

Vendor Fair on Event Day

Saturday, August 1 | 9 AM-1:30 PM

Minnetonka High School (Outdoors)

Become a Business Partner by showcasing your products and services in front of 2,500+ riders and families at the Vendor Fair! Choose to participate during Packet Pick-up, Event Day or both!

Interested in participating? Please complete the attached Vendor Fair Contract Form and return it to:
Michelle.Burns@minnetonkaschools.org or 4584 Vine Hill Road, Excelsior, MN 55331 c/o Michelle Burns.

Due by Friday, July 17, 2026

Fee, Insurance, Health Dept. License:

By signing the contract, the Vendor agrees to pay a non-refundable fee to Minnetonka Community Education. Vendor also agrees to provide a copy of Vendor's third party and public liability insurance policy. The minimum face value shall be \$100,000 per individual claim and \$300,000 per event. Food Vendor shall provide a current copy of the Minnesota Certificate of Health authorization to sell food items. Vendor also agrees to comply with the rules of the Minnetonka Police Dept. and the Hennepin County Health Dept. (food services).

Waste Removal:

Vendor agrees to remove trash from their vendor booth area at the end of the event.

Booth Space:

Tour de Tonka will assign booth spaces.

Parking at Minnetonka High School:

Parking at Minnetonka High School will be busy on Saturday. Please plan ahead.

Your participation will be confirmed when we receive all of the following (if applicable):

- Completed Vendor Fair Contract Form and vendor fee
- Certificate of Insurance
- FOOD VENDORS ONLY: Copy of your current Department of Health certificate or applicable state license (required for vendors offering food for sale, service, or sampling)

By signing the Vendor Fair Contract Form, you acknowledge that you have read and agree to all the information listed above.

2026 TOUR de TONKA

Be a part of one of the annual Tour de Tonka! Whether you're a business looking to showcase your brand, a vendor ready to connect with thousands of participants, or a sponsor eager to support a celebrated community tradition — there are many ways to get involved!

The 21st Annual Tour de Tonka bicycle ride will be held Saturday, August 1. All rides start and end at Minnetonka High School. All rides end at Minnetonka High School.

Conveniently located at Minnetonka High School, the Vendor Fair will provide you with an excellent opportunity to showcase your products and services and interact with 2,500-plus riders.

RIDER OVERVIEW

Whether it's as a business partner or a rider, there are a number of ways to get involved with Tour de Tonka this year. Below is an overview of who our riders are and how you can become a part of the Tour de Tonka team!

- Tour de Tonka celebrates over **2,000** riders per year. Since 2006, our riders have represented **73** of the **87** Minnesota counties, and **44** states.
- Riders ranged in age from **1** to **89**, with **60%** of riders being between the ages of **40-69**.
- Generally, **70%** of riders are male, **30%** are female.
- **80%** of riders said they participate in Tour de Tonka because they are interested in exercise and physical fitness.

Other Opportunities:

Rest Stop Host

Rest Stop hosts are businesses and organizations who provide the enthusiastic and helpful volunteers to staff the rest stops. We provide t-shirts for all the volunteers, as well as the food and supplies needed to host a first-rate rest stop — including bike mechanics and live music! As a host, you and your team will prepare food and beverages, cheer on the riders, and direct them into the rest stop and back onto the route as they leave.

As a rest stop host, you may advertise your company with banners or posters at the rest stop. In addition, you will be included on the sponsors banners at the start and finish line, listed on our website, given social media shout outs and included in the information given to each rider in their virtual packet. *Interested in sponsoring a rest stop? Please contact Jenny Bodurka: Jenny.Bodurka@minnetonkaschools.org, 952-401-6818.*

Virtual Rider Packet Flyer

Promote your business or organization by including an electronic flyer in our Virtual Rider Packet!

Fee: \$75 per flyer.

Submission Details: Submit final flyers as a PNG.

Design should be either: 8.5" x 11" (portrait), or square.

Interested in submitting an electronic flyer? Please contact Louise Weir louise.weir@minnetonkaschools.org by Friday, July 17, 2026.

Contributing Sponsor

Through our Contributing Sponsor option, your business can be a part of Tour de Tonka and reach potential customers by donating a door prize. As a contributing sponsor you will be recognized on our website, in virtual rider packets and on some event signage. *Interested in becoming a contributing sponsor? Please contact Anna Oasheim: Anna.Oasheim@minnetonkaschools.org, 952-401-6828.*

Volunteer

Whether it's guarding a corner, serving as a route captain, or helping with registration and parking, Tour de Tonka volunteers are what make this great event possible. Last year, over 600 people volunteered and we're hoping to continue the success this year! *Interested in volunteering? Please contact Lauren Riedel: Lauren.Riedel@minnetonkaschools.org, 952-401-4157.*

Major Sponsor

Learn more about being a major sponsor for Tour de Tonka by scanning the QR code here:

