



2026 SPONSORSHIP

Support the Tour. Be part of the climb.

Visibility with purpose across the Goizueta community.

AUGUST 27 - SEPTEMBER 19, 2026



21

STAGES

3-5

PEOPLE PER TEAM

VIRTUAL +

IN-PERSON

WHY SPONSOR

Visibility with a purpose.

Sponsors make this community-wide leadership and movement challenge possible while gaining visibility among students, alumni, faculty, staff, and friends of Goizueta.

SPONSORSHIP OPPORTUNITIES

PREMIER TOUR VISIBILITY

Jersey Sponsor

\$1,000

Premier recognition on the Tour's most visible symbol, from launch through the finale.

- Logo on the official Tour jersey
- Tour promotional and digital recognition
- Recognition during the Tour and Field Day Finale
- Recognition in Tour LinkedIn posts

SIGNATURE PARTNERSHIP

Tour Experience Partner

\$500

Present one featured Tour experience and help create what makes the 2026 Tour distinctive.

- Presenting partner of one Tour experience
- Logo on related materials and communications
- Recognition throughout the experience
- Tour LinkedIn post and finale recognition
- One partner per experience, subject to availability

COMMUNITY-WIDE SUPPORT

Community Sponsor

\$150

Expand access to the Tour and support leadership programming across the Goizueta community.

- Recognition on the Tour website and sponsor page
- Name or logo in Tour communications
- Recognition in a Tour LinkedIn post
- Recognition at the Field Day Finale

YOUR PARTNERSHIP MAKES MORE POSSIBLE

Support an inclusive, connected Tour experience.

INCLUSIVE PARTICIPATION

Multiple ways to move and contribute

LEADERSHIP IN ACTION

Self-mastery and team decision-making

COMMUNITY CONNECTION

Relationships across teams and industries

AVAILABLE TOUR EXPERIENCES

Present a defining moment.

One exclusive presenting partner per experience, subject to availability.



Each \$500 partnership connects your organization with a signature in-person event or a digital experience that participants use throughout the Tour.

OPENING CELEBRATION

Grand Départ Festival

The August 27 launch gathering at Goizueta Business School and the shared start of Stage 1.

PARTNER ALIGNMENT

Begin the journey with the full Tour community.

IN-PERSON FINISH

Field Day Finale

The September 19 celebration of participation, team spirit, jersey pursuits, achievements, and relationships built along the way.

PARTNER ALIGNMENT

Celebrate achievement and connection at the Tour's finish.

THE TOUR IN MOTION

Live Leaderboard

The digital destination for provisional team standings, individual jerseys, and progress as verified workout summaries arrive.

PARTNER ALIGNMENT

Align with momentum, performance, and a frequently viewed experience.

TEAM STRATEGY

Tactic Marketplace

The captain-only experience where team-earned tokens become stage bonuses, setups, partnerships, and longer strategic plays.

PARTNER ALIGNMENT

Stand beside collaboration, judgment, and strategic leadership.

SUSTAINABLE PERFORMANCE

Performance Tune-Ups

Stage-based movement-health exercises with instructions, modifications, safety guidance, and token-earning approved repetitions.

PARTNER ALIGNMENT

Support wellbeing and healthy movement for every participant level.

CONNECTION WITH PURPOSE

Networking Chats

Verified cross-team and industry conversations that turn relationship-building into a meaningful Tour participation path.

PARTNER ALIGNMENT

Connect your organization with the Goizueta professional community.

EXPERIENCE AVAILABILITY IS CONFIRMED DIRECTLY BY THE TOUR ORGANIZER

READY TO SPONSOR THE CLIMB?

Tell us about your organization, desired sponsorship level, and Tour experience of interest.

BECOME A SPONSOR

eric.james.holshouser@emory.edu

2026 Tour de Goizueta Sponsorship Inquiry