

NorCal AIDS Cycle 20in24

– Be a part of the last major HIV/AIDS fundraiser in the Sacramento area –



– WE SUPPORT –

SANE • WOMEN'S HEALTH SPECIALISTS • GOLDEN RULE SERVICES • HARM REDUCTION SERVICES
NEVADA COUNTY HIV TESTING PROGRAM • SUNBURST PROJECTS • SIERRA FOOTHILL AIDS FOUNDATION
SIERRA HOPE • GENDER HEALTH CENTER • HEALING WATERS • CATHOLIC AIDS MINISTRY
YUBA HARM REDUCTION COLLECTIVE • UC DAVIS PEDIATRIC INFECTIOUS DISEASE HOSPITAL



The NorCal AIDS Cycle is a unique community event that supports those affected by HIV/AIDS in numerous communities throughout Northern California. We provide the vehicle for many small service organizations to raise funds and awareness for the services they provide – testing, medical care, mental health support, food, clothing, housing, and more. These service organizations rely on the funds raised by our committed cyclists and crew members.

Like many organizations, the COVID-19 pandemic resulted in many difficulties to overcome. Despite the need to cancel our ride in 2020, we were able to distribute \$60,000 based on fundraising before event cancellation. To ensure we continued supporting our beneficiary partners during this critical health crisis, in 2021, we held a single-day event, raising and distributing \$90,000. In 2022 and 2023, we also produced condensed events that delivered \$177,000 to event beneficiaries.

We're incredibly excited that, in 2024, we'll return to a four-day event AND celebrate our twentieth anniversary of coming together as a community to do what we can to offer a hand to those who need us. **We will ride from May 16th to the 19th, 2024.**

We're proud to be an organization that is almost entirely volunteer-organized – we do not have paid staff or offices. As volunteers, we work to raise as much as possible while keeping event costs as low as possible. **Event sponsors and partners are a big part of our ability to distribute as much as we do.**

In closing, we send our appreciation in advance for your consideration of working together with us to create renewed hope in the community. Recovering from COVID and returning to a sense of normalcy is a challenge we're ready to take on with your help and the dedication of our amazing cyclists and crew members. We're available to answer any questions and are more than happy to meet with you to share our story and explore creative ways to get the most out of your contribution and exposure within the community.

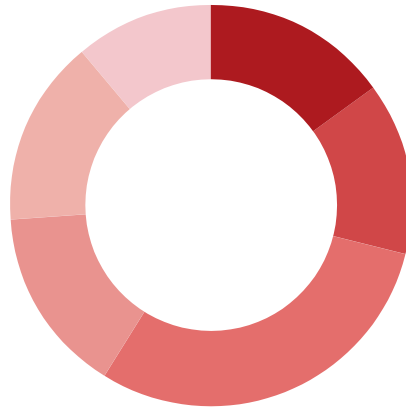


Welcome to our family,
Jerry Mitchell
Chair, Board of Directors
NorCal AIDS Cycle

“Over the past nineteen years the NorCal AIDS Cycle has raised over three million dollars for HIV/AIDS related non-profit agencies in the Sacramento and Northern California Region.”

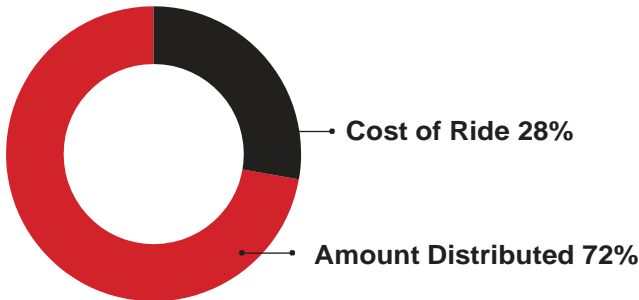
OUR NUMBERS

Typical FUND Distribution



- Doctor, Nursing and Pharmacy – 15%
- Food Bank – 15%
- HIV Testing and Education – 30%
- Syringe Exchange – 10%
- Housing Assistance – 15%
- Youth Programs – 15%

Average RETURN on INVESTMENT



NCAC is a volunteer-run organization. Program and fundraising expenses are efficiently managed to produce the highest beneficiary distribution possible. Our expenses consist of:

- Event Management Company Support
- General Administration Costs
- Credit Card Processing Fees
- Program and Fundraising Expenses

WE LOVE TO HIGHLIGHT OUR EVENT PARTNERS!

Not only will our cyclist and crew proudly display your logo on their gear throughout the ride, but we'll also place your logo on banners and signage that will be on display during our Opening and Closing Ceremonies, at event rest stop and camp locations, our friends and family night, and at our Check Presentation Celebration.



OPPORTUNITIES for RECOGNITION

- ✓ Banners and Signage
- ✓ Print Advertising
- ✓ Participant Clothing
- ✓ NCAC Website
- ✓ Social Media Posts
- ✓ Recognition at Events

PARTNER WITH US

OUR CAUSE *is* YOUR CAUSE

As a partner/sponsor, we want to promote you. No matter the level of partnership, we want your involvement to be visible to the community!

FINANCIAL LEVELS:

tax deductible
501C3 donations

Platinum

\$10,000 and over
monetary or in-kind

Gold

\$5,000 and over
monetary or in-kind

Silver

\$2,500 and over
monetary or in-kind

Bronze

\$1,000 and over
monetary or in-kind

BRANDED SPONSORSHIP OPPORTUNITIES		
ONE AVAILABLE PRESENTING SPONSOR	\$25,000	At this level, our event will be branded "2024 NorCal AIDS Cycle presented by ...". We'll display a custom "presented by" banner and welcome representatives of your organization to speak to participants during one of our evening programs.
ONE AVAILABLE CAMP SPONSOR	\$15,000	This level covers the cost of our camp location at The Grounds in Roseville. We'll display a custom banner "Camp sponsored by". We're more than happy to work with you on banner design.
THREE AVAILABLE BREAKFAST SPONSOR	\$2,500	This level covers the cost of providing breakfast to our cyclists and crew each day. We'll display information about your sponsorship during breakfast.
THREE AVAILABLE LUNCH SPONSOR	\$2,500	This level covers the cost of providing lunch to our cyclists and crew each day. We'll display information about your sponsorship during breakfast.
THREE AVAILABLE DINNER SPONSOR	\$5,000	This level covers the cost of providing dinner to our cyclists and crew each day. We'll display information about your sponsorship during dinner.
ONE AVAILABLE SHOWER TRUCK SPONSOR	\$5,000	This level covers the cost of providing hot showers for our cyclists and crew at camp. We'll display a custom banner "Showers sponsored by". We're more than happy to work with you on banner design.
ONE AVAILABLE MASSAGE CREW SPONSOR	\$4,000	This level covers the cost of providing massage therapist services for cyclists and crew at camp each evening. day during the ride. We'll display a custom banner "Cyclists Massage sponsored by". We're more than happy to work with you on banner design.
TWELVE AVAILABLE REST STOP SPONSOR	\$1,000	This level covers the cost of a single rest stop during the ride. We'll display information about your sponsorship at a specific rest stop.