



THANKS TO ALL THE 2010 RIDE SPONSORS



SPONSORSHIP OPPORTUNITIES

2011 NORCAL AIDS CYCLE

BE THE FIRST TO SUPPORT THIS WORTHWHILE CAUSE.

CONTACT JIM MCCANN AT 916.849.5733 OR JIMNCAC@GMAIL.COM

HERE ARE JUST SOME OF THE BENEFITS OF YOUR SPONSORSHIP

- Name/Logo on some 20 ads in 2 local newspapers (400,000 impressions).
- Name/Logo on video advertisement on MetroHub (250,000 impressions).
- Name/Logo on on-line news magazine Sacramento Press (350,000 impressions)
- Name/Logo on some 3,000 postcards distributed at over 500 restaurants/gyms/health clubs/bike shops in cities throughout Northern California (from Vacaville, Davis, Stockton to Redding).

- Name/Logo on the NCAC website and Facebook with over 500,000 hits annually.
- Name/Logo on NCAC t-shirts and biking jerseys (some 200).
- Name/Logo on all our correspondence to participants and individual cash donors (over 5,000 items).
- Name/Logo on program for closing ceremonies (500) and much more!

SEE AVAILABLE SPONSORSHIP LEVELS ON THE BACK SIDE


MAY 12-15, 2011
www.norcalaidscycle.org

SPONSORSHIP OPPORTUNITIES



BIG VALLEY PRESENTING SPONSOR:

\$10,000

- Prime placement of logo on event cycling jerseys and t-shirts
- Prime placement of company name and logo as Presenting Sponsor on all brochures, posters, local advertising and press releases
- Prime placement of company name and logo as Presenting Sponsor on all correspondence to participants and individual sponsors (approx. 5,000 individuals)
- Prime placement of company name and logo as Presenting Sponsor on the event website with click through capability and on the NCAC Facebook Page
- Recognition of company as Presenting Sponsor and introduction of company representative at Closing Event and Health Fair at the State Capitol, with opportunity for mic time

GOLD COUNTRY PREMIER SPONSOR:

\$5000

- Placement of company name and logo as Premier Sponsor on all brochures, posters, local advertising and press releases
- Placement of company name and logo as Premier Sponsor on all correspondence to participants and individual sponsors (approx. 5,000 individuals).
- Placement of company name and logo as Premier Sponsor on the event website with click through capability and on the NCAC Facebook Page
- Center placement of company logo on event cycling jerseys and t-shirts
- Recognition of company as a Premier Sponsor at Closing Ceremonies and Health Fair at the State Capitol

RIVER RUN GRAND SPONSOR:

\$2,500

- Placement of company name and logo on all printed materials and advertising
- Placement of company name and logo on event website with click through capability and on the NCAC Facebook Page
- Placement of company logo on event cycling jerseys and t-shirts

CACHE CREEK MAJOR SPONSOR:

\$1000

- Placement of company name on all printed materials
- Placement of company name on event website (5000 hits annually)
- Name mentioned on the NCAC Facebook Page

REST STOP SPONSOR: \$500

- There are 5 rest stops on the cycling route each day
- Sponsor one of the rest stops
- Company Banner/Sign displayed at rest stop as the sponsor
- Company information/contact cards displayed at the rest stop
- Company and representative recognized at rest stops

For more information on how you can be a part of the cause, please contact **Jim McCann at (916) 849-5733.**

The NorCal AIDS Cycle (NCAC) is a 4-day cycling event which raises funds for HIV/AIDS services and awareness surrounding HIV/AIDS. In May 2011 cyclists again will be riding some 360 miles through Northern California to raise money and spread a message of education and prevention. Funds raised by the NCAC go directly to assist HIV/AIDS agencies in the Sacramento/inland Northern California regions. This year's event will be held May 12-15, 2011.

While cyclists must raise funds to participate, the event is not possible without business sponsorships. Connect your company with this worthy Sacramento based cause. The NCAC is a 501©3 non-profit organization.

All sponsorship benefits apply with receipt of funding and are subject to the following deadlines: For placement on:

Brochures and posters – January 20, 2011

Cycling jerseys and t-shirts – February 20, 2011

Please contact me should you not be able to meet these deadlines.

Norcal Aids Cycle
PO Box 161934 Sacramento CA 95816
The NCAC is a 501©3 non-profit organization

NCAC BENEFITING AGENCIES

