



**2012 NORCAL AIDS CYCLE
SPONSORSHIP OPPORTUNITIES**

**BE THE FIRST TO SUPPORT THIS
WORTHWHILE CAUSE.**

**MAY 17 - 20, 2012
www.norcalaidscycle.org**

NCAC BENEFITING AGENCIES





Hello and Welcome to NorCal AIDS Cycle!

NorCal AIDS Cycle (NCAC) has been riding through the Sacramento Valley for seven years and has built an amazing family of cyclists (at all levels of skill and experience), volunteers, community service providers, healthcare professionals and corporate and small business sponsors dedicated to supporting overall community health and compassionate care for people living with HIV/AIDS.

In 2005, NCAC started off with 19 riders and two goals. One: to meet the inspiring challenge of riding 330 miles in four days on a bicycle. Two: to offer hope to people in Sacramento Valley who are struggling with and suffering from HIV/AIDS. Since then, NCAC has grown to nearly 100 riders and raised well over a million dollars, that has been reinvested in the community for direct services. Last year's event allowed us to donate over \$190,000, which was 72 percent of the funds raised by participants.

NCAC is, by far, the Sacramento Valley's most successful and highest-grossing fundraiser for HIV/AIDS services. Funds are needed more than ever before as budget cuts have threatened the existence of critical services. Through support of this phenomenal event, your organization will gain recognition and visibility from NCAC's rising success and profile, not only in the greater Sacramento Valley region, but throughout Northern California as we continue to expand our reach. With your help, NCAC will continue to support community health services, education, nutrition and outreach. Together we can keep doors open that would otherwise have closed on some of our most vulnerable neighbors. We will ride as long as it takes to stop HIV/AIDS in Northern California. Are you with us?

We appreciate your interest in joining our team and allowing us to promote your business in support of improved health and quality of life for all Northern Californians. Our partnership with Fred Palmer of *Outword Magazine* and our strategic advertising will increase your company's local and regional visibility, and demonstrate your support of NCAC's work throughout the year as well as during our four-day cycling event in May.

Thank you again!

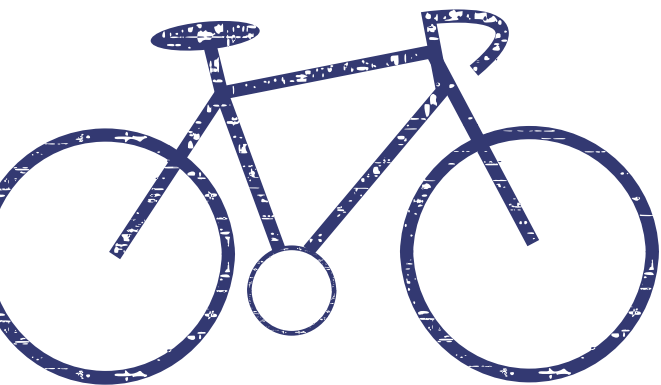
Emily Tsuchida,
President, NCAC Board of Directors

N o r C a l · A I D S · C y c l e

P . O . . B o x · 1 6 1 9 3 4 · S a c r a m e n t o · C A · 9 5 8 1 6

NorCal AIDS Cycle is a 501(c)(3) non-profit organization

www.norcalaidscycle.org info@norcalaidscycle.org



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HERE ARE JUST SOME OF THE BENEFITS OF YOUR SPONSORSHIP

- Name/Logo on some 20 ads in two local newspapers (400,000 impressions).
- Name/Logo on video advertisement on Metro-Hub (250,000 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 web site 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!

SPONSOR LEVELS

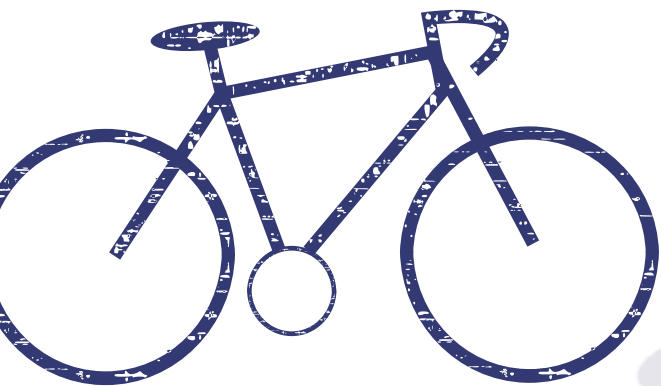
BIG VALLEY PRESENTING SPONSOR: \$10,000

- 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 web site 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: \$5,000

- 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 web site 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

Sponsor Levels continue on the next page.



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SPONSOR LEVELS (continued)

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 web site with click through capability and on the NCAC Facebook page
- Placement of company logo on event cycling jerseys and T-shirts

CAPAY VALLEY MAJOR SPONSOR: \$1,000

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

PREMIER REST STOP SPONSOR: \$500

- There are five rest stops on the cycling route each day
- Sponsor one of the five 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

CAMP SITE SPONSOR: \$500

- Logo at camp site
- Mention on stage at each party
- Recognition at meals

MEAL SPONSOR: \$500

- Help sponsor one of the nine meals served during the ride.
- Company recognition at one of the meals

TRAINING RIDE SPONSOR: \$250

- Sponsor one of our many training rides throughout the year

LUGGAGE/SUPPLY TRUCK SPONSOR: \$500

- Help sponsor one of the vehicles for transportation of supplies and rider's luggage.

BEVERAGE REST STOP SPONSOR: \$250

- Help provide beverages and snacks at rest stops

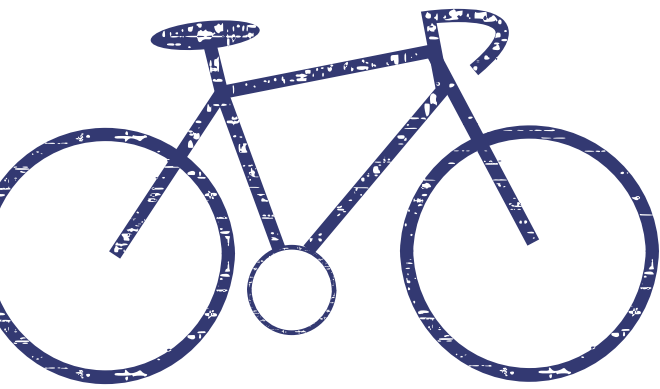
All sponsorship benefits apply with receipt of funding and are subject to the following deadlines: For placement on:

Brochures and posters – January 20, 2012

Cycling jerseys and T-shirts – February 20, 2012

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

For more information on how you can be a part of the cause,
please contact **Fred Palmer 916-329-9280.**



2012 NORCAL AIDS CYCLE SPONSORSHIP OPPORTUNITIES



Sponsorship Level Sign-up Sheet

Sponsorship Level _____

Business Name _____

Contact Name _____

Title _____

Address _____

City / State / Zip _____

Phone (Day/Fax) _____

E-mail _____

Authorized by (Signature) _____

Date _____

**Check Enclosed for
Please make check payable to:
Norcal Aids Cycle**

**Mail to:
Norcal Aids Cycle
PO Box 161934
Sacramento CA 95816**

Internal Use Only

Level

Paid

Check #

Amount

Logo Rec.



The NCAC is a 501©3 non-profit organization