



norcalAIDScycle.org | May 11-14, 2017



SPONSORSHIP OPPORTUNITIES



BE PART
of the
COMMUNITY!



CELEBRATING OUR 13TH YEAR!



BE A PART *of the* COMMUNITY!

On behalf of the board of directors, cyclists and crew members of the NorCal AIDS Cycle, thank you for considering our request of support. The NorCal AIDS Cycle is a unique four day cycling event that supports those affected by HIV/AIDS in numerous communities throughout Northern California. While we do not provide direct services, we do provide the vehicle for many small AIDS Service Organizations to raise funding for the services they provide – testing, healthcare, food, clothing, housing and more. We do this through annual distribution of funding raised by our dedicated cyclists and crew members. Throughout this informational packet, we have highlighted the many facets of the NorCal AIDS Cycle as well as the organizations we support.

Today, the population experiencing the highest level of newly HIV infected individuals is those who are from 13 to 24. To combat this alarming rise in HIV infection among our youth, the NorCal AIDS Cycle began a Youth Cyclist program in 2015. We are very happy with how the last 2 years have expanded and we are looking to increase our youth participants in 2017. We're incredibly proud of this program and have provided greater detail about our youth within this packet.

Of important note is that the NorCal AIDS Cycle is almost entirely volunteer organized. We do not have a paid staff or offices. We work tirelessly to raise as much as we can while spending as little as possible. As with each year, we strive to keep costs low. This year we're giving our over 70% of our Individual Fundraising Contributions - \$144,000. As a sponsor of the NorCal AIDS Cycle, you can be assured that your support will be maximized and not directed to cover ancillary expenses.

In closing, those of us with the NorCal AIDS Cycle send our deep appreciation in advance. We are at the ready to answer any questions you may have and are more than happy to meet with you to share our story and explore creative ways to maximize your contribution and exposure within the community.

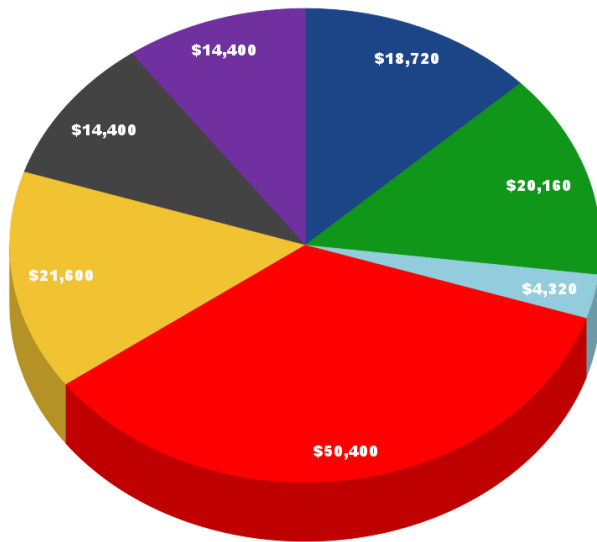
Welcome to our family,



Jerry Mitchell,
Chair, Board of Directors
NorCal AIDS Cycle

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

DISTRIBUTION *of* MONIES RAISED BY NCAC



- Doctor, Nursing & Pharmacy - 13%
- Food Bank - 14%
- Dental - 3%
- HIV Testing & Education - 35%
- Syringe Exchange - 15%
- Housing Assistance - 10%
- Youth Program - 10%

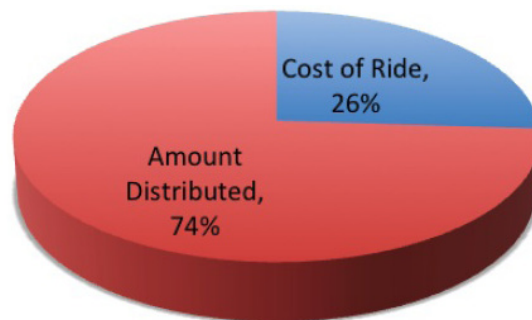
2016 Distribution
\$144,000

RETURN *on* INVESTMENT

Of the \$205,700 raised, 70% was distributed!

NCAC is a volunteer run organization which keeps the overhead low. Program and fund raising expenses are efficiently managed to produce the highest beneficiary distribution possible. Our expenses consist of:

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



HIV/AIDS IS STILL HERE *and* GOING STRONG

Who we are?

NorCal AIDS Cycle (NCAC) is a non-profit corporation dedicated to supporting organizations that are working to end the HIV/AIDS pandemic.



*"This was my first time
doing anything like this..."*

*I liked it so much that
I want to come back
again next year."*

—Cyclist and fundraiser,
2012 NCAC

Our goals

Through our fundraising efforts, we strive to encourage a positive environment for the dignity, quality of life, and acceptance of people affected by and infected with HIV/AIDS.

Why is this cause important?

In the greater Sacramento area, estimates show there are at least 5,000 people living with HIV/AIDS. Around 1,000 of those people do not know they have HIV and are consequently unaware that they may be spreading HIV to others; of those that are aware of their infection, about 1,500 of them are not receiving medical care.



Why support us?

NCAC is a celebration of community and life and allows all of us to participate in helping those in need — whether by raising money or raising awareness.

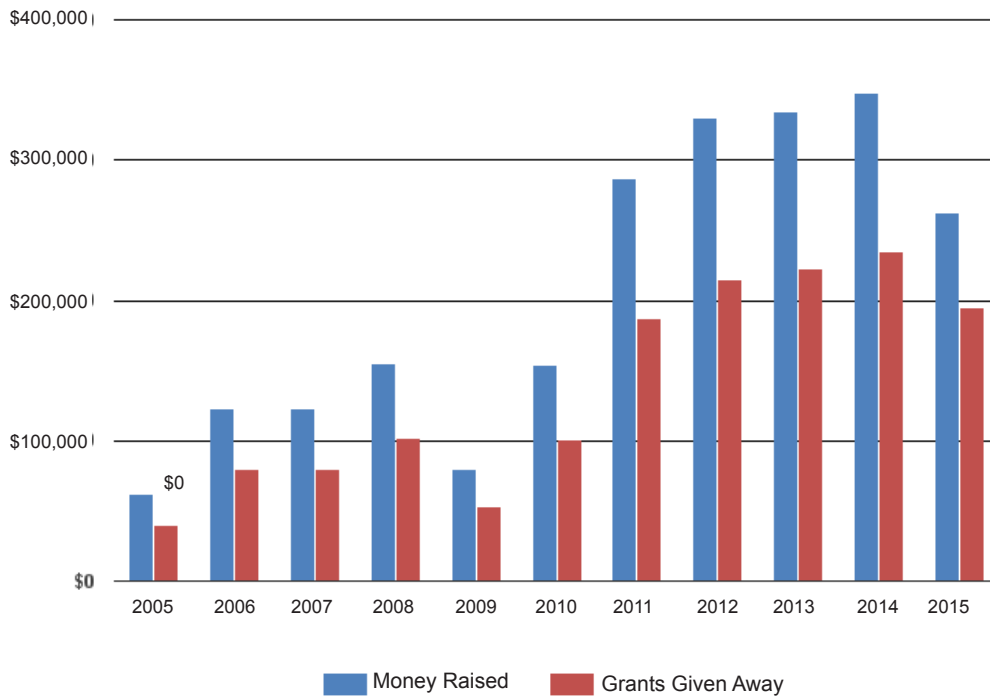


*"This organization is
great people, doing great
things, for a great cause!"*

—Cyclist and fundraiser,
2012 NCAC

WILL YOU JOIN US?

HISTORY *of* FUNDS RAISED



SPECIAL THANKS *to our* PAST SPONSORS



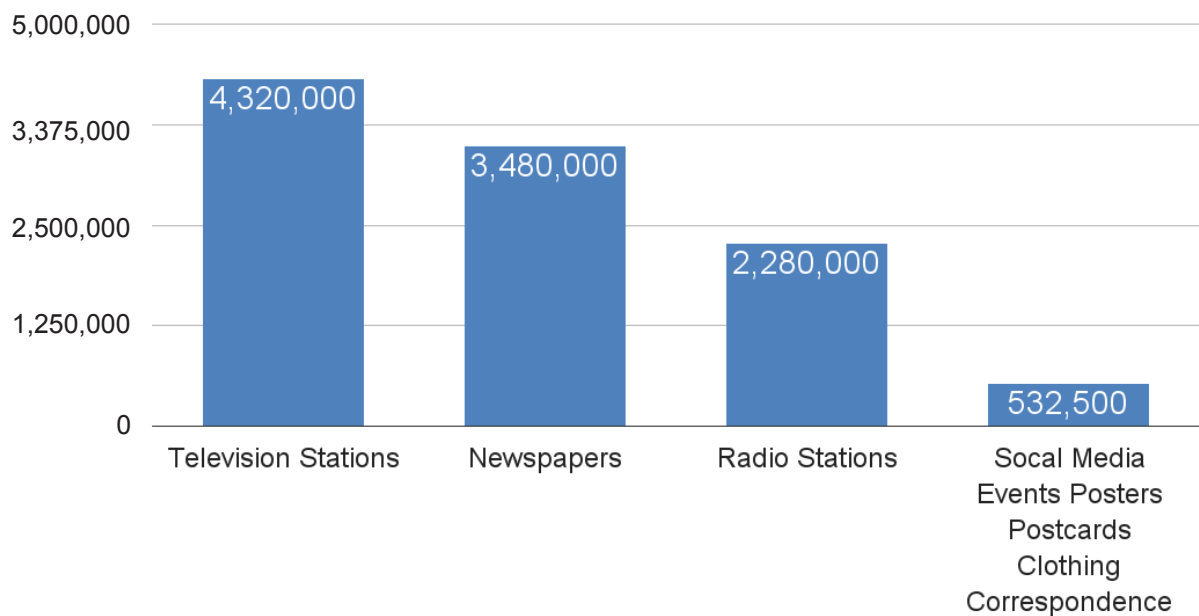
BENEFITS *of* SPONSORS

Patron Sponsor	Benefactor Sponsor	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
\$1,000	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000

Television						4,320,000
Newsprint					3,480,000	
Radio Stations				2,280,000		
Clothing			20,000			
Opening & Closing Ceremonies			2,500			
Correspondences		5,000				
Posters & Post Cards		10,000				
Social Media	500,000					

For more detailed info visit norcalaidscycle.org

TARGET AUDIENCE



YOUTH program



2015 Youth Scholarship recipients being honored by Sacramento City Leaders

“Youth ages 13 to 24 accounted for an estimated 26% of all new HIV infections in the U.S. in 2010.

Over 50% of youth with HIV in the U.S. do not know they are infected.”

- Center for Disease Control

“The ride also made a very positive impact because I was able to prove to myself and my friends that I could complete the entire ride. The ride also made me proud of myself because I was able to ride for a good cause.” – Bee V. American Legion High School

YOUTH PROGRAM OBJECTIVES:

1. To engage youth cyclists in participating in the NCAC.
2. To strengthen youth peer advocacy by sharing the importance of how NCAC affects the community.
3. To increase awareness of youth HIV infection & promote safe sex.
4. To engage parents of these youth in a broader community outreach effort.
5. To sell NCAC as an amazing athletic cycling endurance event – secure riders that are young athletes, not invested in the HIV issue.

“NCAC was an amazing experience, I loved everybody involved, can't wait to see everyone again and continue riding for the next ride in 2016!”

– Tanner M. American Legion High School



“NCAC was a life changing experience. The ride helped open my eyes to a problem that needed to be brought to attention. I met a lot of amazing people who I now consider to family. The love and support for one another was one of the best things I've ever experienced!”

– Manuel T. American Legion High School

HELP US GROW *our* YOUTH OUTREACH!