



# Sponsorship Information



**2011 Dates:**  
**November**  
**18th - 19th, 2011**

100% of pledges raised are used for direct services as scheduled to benefit the following **Agencies:**

#### Monroe County



#### Broward County



#### Palm Beach County



#### West Central Florida



#### Central Florida



#### Miami-Dade County



## The Southern Most AIDS/HIV Ride Twenty-Eleven

**SMART Ride** began as a dream to prove that a community based group could create a 2 Day bicycle ride where 100% of pledges raised could go back to local AIDS Service Organizations to be used for direct services. That was over eight years ago, and to date more than \$2.6 million dollars have been raised. 100% has been given back across the State of Florida to assist with direct services for individuals infected or affected by HIV/AIDS.

### What makes SMART Ride unique?

The ride is fully supported and designed to allow riders of all degrees of experience to participate. This is a ride not a race. Each participant pays a registration fee and riders commit to raise \$1,250 in donations

- **100% of pledges raised** by participants is guaranteed to go to direct services
- Participants maintain a degree of control over the distribution of 50% of their pledges to the

### About our Participants:

Participants come from across the State of Florida from as far south as Key West, as far North as Jacksonville, from Tampa to Palm Beach. Nationally from as far as Hawaii to as close as our neighboring state of Georgia, not to mention Internationally.

We attract between 400-500 participants with each event, that doesn't include the thousands of donors making pledges and the family/friends of each participant. Our reach is far and our participants are very loyal.

Riders and crew range in age from 18 to 76. They are involved for many reasons, some are Positive, some have lost someone, and many know someone living with HIV/AIDS. Everybody believes it is the right thing to do!

### About our Sponsors:

Our sponsors are Independent/Family Owned Businesses, Regional and National Companies. All understand the life changing experience and many participate directly on the ride, doing more than just giving back to the Community.

Our Sponsors donate cash, products, services and many put together riding teams. Thanks to them, we are able to produce a safe event and donate **100%** of the pledges raised back to the community.

We work closely with our sponsors to give them recognition. Samples of some of our Sponsorship's available can be found on the next page. If you would like a custom package we are happy to work with you. In the end our goal is to make a difference with your help.


























### SMART RIDE

1314 E. Las Olas Boulevard,  
Suite 302  
Fort Lauderdale, FL 33301  
Phone 866-696-7701  
[www.thesmartride.org](http://www.thesmartride.org)

# Sponsorship Benefits **THE SMART Ride**

The Southern Most AIDS/HIV Ride Twenty-Eleven  
MIAMI TO KEY WEST NOV. 18<sup>th</sup>-19<sup>th</sup>

Presenting Sponsorships are available and a personalized detail of benefits will be worked out to meet organizational needs

100% of Pledges Raised goes to Charity	Bike Level	Frame Level	Wheel Level	Gear Level	Spoke Level
	\$10,000+	\$5,000-\$9,999	\$1,000-\$4,999	\$500-\$999	Less than \$500
Naming Rights on Specific Ceremonies		N/A	N/A	N/A	N/A
Name Recognition from Stage		N/A	N/A	N/A	N/A
Homepage of SMART Ride Website		N/A	N/A	N/A	N/A
2 members of your organization ride with the top fundraisers at opening Ceremonies.			N/A	N/A	N/A
Mention in Press Releases			N/A	N/A	N/A
Logo on Rider Jerseys			N/A	N/A	N/A
Signage at specific area/particular item				N/A	N/A
Link of rotating banner on Agency Website				N/A	N/A
Rotating Banner on Registration/Pledge pages of SMART Ride Website				N/A	N/A
Logo on Crew T-Shirts				N/A	N/A
Logo on Marketing Materials				N/A	N/A
Mention in Benefiting Agency Newsletter					N/A
Ad in Program Book	Full Page	1/2 Page	Listing	Listing	Listing
Logo on Sponsor "Thank You" Banner					Listing
Logo & Link on SMART Ride website					

You are in good company when you support SMART Ride by becoming a Sponsor



The SMART Ride is a not for profit 501 (c) 3 event under the financial administration of Broward House. All contributions are tax deductible to the fullest extent of the law. Our Federal Tax ID number is 59-29131416. A copy of Broward House's registration and financial information may be obtained from Division of Consumer Services by calling 1-800-435-7352 or by going to [www.sunbiz.org](http://www.sunbiz.org).



**Event is November 18th - 19th, 2011**

*The Southern Most AIDS/HIV Ride Twenty-Eleven*

100% of pledges raised are used for direct services at the following HIV/AIDS Benefiting Agencies:

Monroe County



Broward County



Palm Beach County



West Central Florida



Central Florida



Miami-Dade County



Every year SMART Ride produces a souvenir program book that contains a listing of each benefiting agencies, sponsors of the event, event schedules, SMART Ride Committee and Crew Managers, and Ads from local businesses with wishes to riders and crew. This program book is distributed to each participant and throughout the community, reaching thousands of individuals. All monies from the sale of program ads are utilized to help cover costs with the production of the ride, enabling SMART Ride to give 100% of rider and crew pledges to our benefiting agencies.

### Requirements & Fees for Ads:

Full Page  
 6"x9"  
 300 DPI  
 1/4" bleed



**\$500.00**

Half Page  
 6"x4.5"  
 300 DPI  
 1/4" bleed



**\$250.00**

All ads must be submitted in PDF or TIF file formats in order to ensure highest print quality.

Ads must be promoting business or well wishes to participants, we cannot accept political advertisements.



### Contact Information:

Interested in purchasing an ad for the SMART Ride 8 Souvenir Program Book?

Contact Terry DeCarlo at 954-522-4749 ext 1221 or email at [tdecarlo@thesmartride.org](mailto:tdecarlo@thesmartride.org)



Sample Above & does not depict SMART Ride 8 actual cover

### SMART RIDE

1314 E. Las Olas Boulevard,  
 Suite 302  
 Fort Lauderdale, FL 33301  
 Phone 866-696-7701  
[www.thesmartride.org](http://www.thesmartride.org)

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