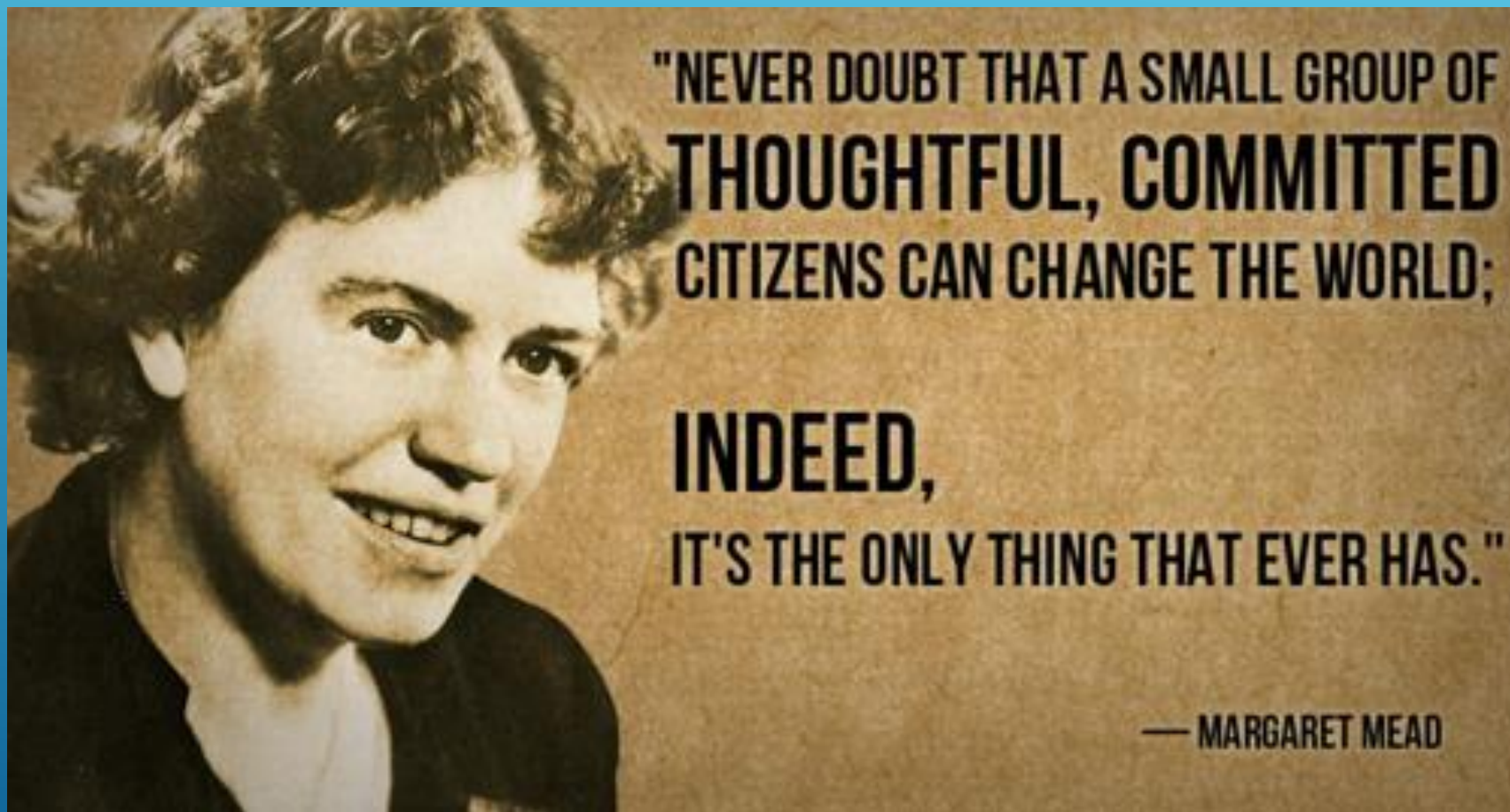


2019 SMART Ride 16 Sponsor Deck





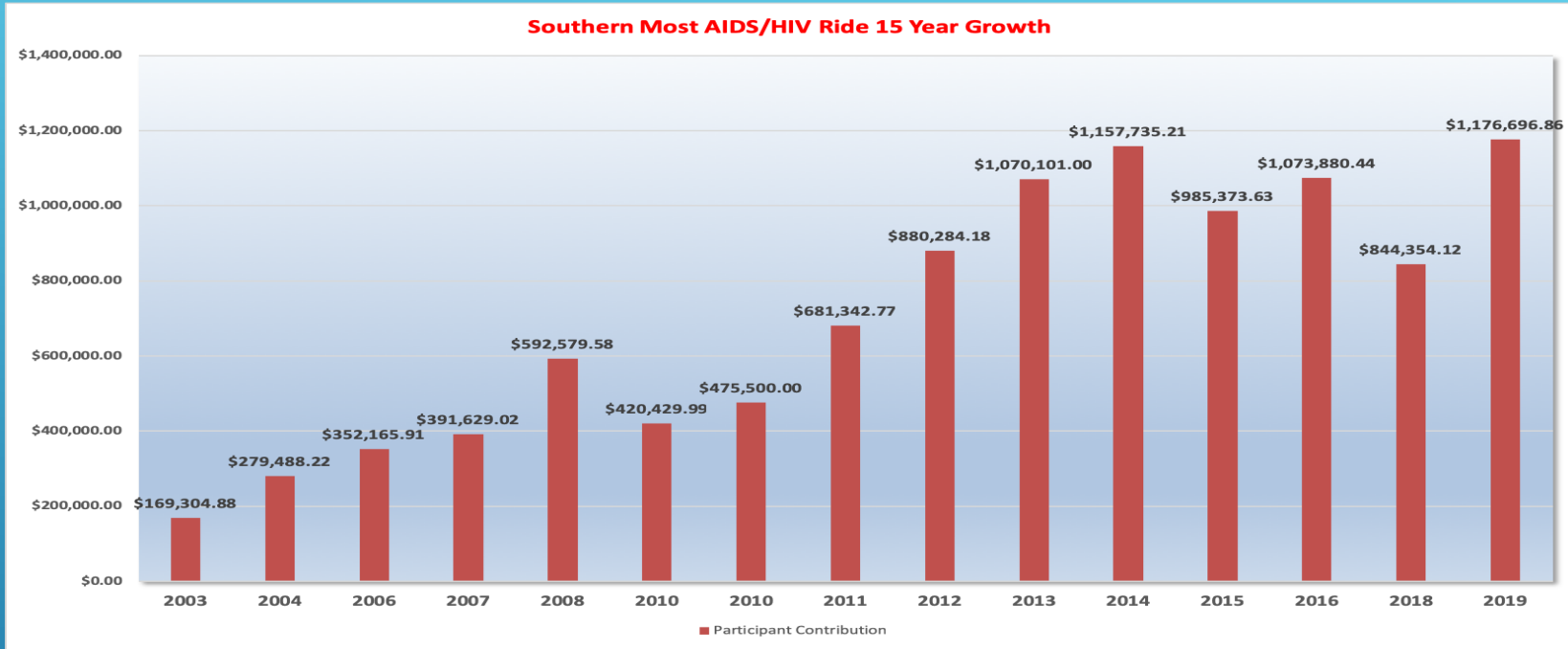
What is the SMART RIDE?

We are a 2-Day, 165-Mile bicycle Ride from Miami to Key West, November 15th and 16th, 2019.

Like many things that change us and the world in some way, it starts with a dream, a vision, and an idea. The SMART Ride (Southern Most AIDS/HIV Ride) is no different. It was born out of a dream to make a real and significant difference in the lives of those infected, affected and at risk for HIV/AIDS.

The Smart Ride is the 2nd largest AIDS bicycle ride in the country and the only one of its size to give back 100% of every dollar raised by participants.

WHY SHOULD YOU SUPPORT THE SMART RIDE?



7 benefiting agencies throughout Florida*



OVER THE PAST 15 YEAR'S WE HAVE DISTRIBUTED \$10.5 MILLION DOLLARS BACK TO SUPPORT LIFESAVING HIV/AIDS SERVICES THROUGHOUT FLORIDA.

*Each year, up to 10% of the total raised from the SMART Ride is set aside so we may gift funds to other agencies throughout Florida who also provide services for those living with HIV/AIDS or helping to prevent the spread of this disease.

Sponsorship Levels

\$100,000+

- Your company listed as “Title Sponsor” on all collateral material
- Logo in the footer of all donor thank you e-mails
- Named in PR material and media announcements when possible
- Sponsor of five 10-mile marker signs
- Name recognition from stage
- Logo in print/digital media where possible
- Logo on SMART Ride home page
- Logo on Rider Jerseys*
- Logo on specific item or location
- Logo on closing ceremonies t-shirt**
- Logo on sponsor banner**
- Ad in program book (double page)
- Link from our site to yours
- Social media recognition
- Ability to place one logo item in swag bag***

\$50,000-\$100,000

- Collateral material changed to “Presented By”
- Logo in the footer of all donor thank you e-mails
- Named in PR material and media announcements when possible
- Sponsor of three 10-mile marker signs
- Name recognition from stage
- Logo in print/digital media where possible
- Logo on SMART Ride home page
- Logo on Rider Jerseys*
- Logo on specific item or location
- Logo on sponsor banner**
- Ad in program book (double page)
- Link from our site to yours
- Social media recognition
- Ability to place one logo item in swag bag***

*Sponsors must sign prior to July to make it onto rider jerseys. If you miss the deadline, other opportunities will be presented.

**Certain restrictions will apply to logo size and placement depending on sponsorship level.

***Logo item must be approved to avoid duplication of items.

Sponsorship Levels

\$25,000-\$50,000

- Sponsor of one 10-mile marker sign
- Name recognition from stage
- Logo in print/digital media where possible
- Logo on SMART Ride home page
- Logo on Rider Jerseys*
- Logo on specific item or location
- Logo on sponsor banner**
- Ad in program book (double page)
- Link from our site to yours
- Social media recognition
- Ability to place one logo item in swag bag***

\$10,000-\$25,000

- Name recognition from stage
- Logo in print/digital media where possible
- Logo on SMART Ride home page
- Logo on Rider Jerseys*
- Logo on specific item or location
- Logo on sponsor banner**
- Ad in program book (full page)
- Link from our site to yours
- Social media recognition
- Ability to place one logo item in swag bag***

\$5,000-\$10,000

- Logo on SMART Ride home page
- Logo on specific item or location
- Logo on sponsor banner**
- Ad in program book (full page)
- Link from our site to yours
- Social media recognition
- Ability to place one logo item in swag bag***

Sponsorship Levels

\$2,500-\$5,000

Logo on specific item or location

Logo on sponsor banner**

Ad in program book (1/2 page)

Link from our site to yours

Social media recognition

Ability to place one logo item in swag bag***

\$1,000-\$2,500

Listing on sponsor banner**

Ad in program book (listing)

Link from our site to yours

Social media recognition

Ability to place one logo item in swag bag***

\$500-\$1,000

Link from our site to yours

Social media recognition

*Sponsors must sign prior to July to make it onto rider jerseys. If you miss the deadline, other opportunities will be presented.

**Certain restrictions will apply to logo size and placement depending on sponsorship level.

***Logo item must be approved to avoid duplication of items.

Additional Opportunities

Hat Sponsor: \$5,000

Luggage Tag Sponsor: \$2,500

Water Bottle Sponsor: \$3,500

Hawks Cay Housing Sponsor: \$75,000*

Dedication Sponsor: \$15,000

Morning Star Housing*: \$15,000

Holding Key West High School: \$10,000

Closing Sponsor: \$25,000

Bike Safety Flashers: \$2,500

Orientation Day Sponsor: \$10,000

Port-A-Potty Sponsor: \$7,500

Pit Stop Sponsor: \$5,000 per stop

Water Stop Sponsor: \$3,000

Traffic Team Sponsor: \$5,000

Motorcycle Team Sponsor: \$5,000

Massage Team Sponsor: \$5,000

Sports Bags: VARIES

Tent Rentals: Up to \$20,000

*values are estimates and may vary depending upon on agreed sponsorship/items.





FOR MORE INFORMATION ABOUT THE
THE SMART RIDE, CONTACT OUR
DEVELOPMENT DIRECTOR KEVIN
CLEVENGER.

WE WOULD BE HAPPY TO CREATE A
CUSTOM SPONSORSHIP FOR YOU.

KEVINC@THESMARTRIDE.ORG OR GO
TO WWW.THESMARTRIDE.ORG

954-529-4392 / 866-696-7701

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