

Neighborhood Service Organization

HANDLEBARS FOR THE **HOMELESS**



2021 Virtual Bike Ride



Friday, August 6, 2021

Sponsor Packet



2021 Sponsorship Benefits

Neighborhood Service Organization

HANDLEBARS FOR THE HOMELESS



2021 Virtual Bike Ride

Sponsorship Benefits	Presenting Sponsor \$10,000	Century Rider \$7,500	Ride Leader \$5,000	Urban Rider \$3,500	Mountain Bikers \$2,250	Casual Rider \$1,500
Company Name attached to Event Name on all Promotional Materials	X					
Company Name attached to purchased and/or donated Advertisement of Event	X					
Company Video Posted on Website for 30 Days	X					
Recognition in Press Release	X	X				
Link and Logo on Registration Website	X	X	X			
Link and Company Logo on Website	X	X	X	X		
Acknowledgement in Event Social Media Promotions	X	X	X	X	X	
Logo on Event Posters*	X	X	X	X	X	
Spotlight Article in Newsletter	X	X	X	X	X	X
Company Banner Prominently Displayed	X	X	X	X	X	X
Mention in Video	X	X	X	X	X	X
Complimentary Entries for Cyclists	30	20	15	12	10	7

Small Business SAG Support Sponsorships Available

***Deadline for inclusion on print materials: July 23, 2021**

Neighborhood Service Organization
882 Oakman Blvd., Suite C • Detroit, MI 48238 • 313-961-4890 • 313-883-6206 (fax)
www.nso-mi.org

2021 Sponsorship Form

Neighborhood Service Organization

HANDLEBARS FOR THE HOMELESS



2021 Virtual Bike Ride

Company/Organization Name: _____
Contact: _____ Title: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: (_____) _____ Fax: (_____) _____
Email: _____ Website: _____

Sponsorship Levels

We would like to participate at the Sponsorship Level indicated below.

X	Sponsorship Level	Fee	#Available
	Presenting Sponsor	\$10,000	1
	Century Rider	\$7,500	Unlimited
	Ride Leader	\$5,000	Unlimited
	Urban Rider	\$3,500	Unlimited
	Mountain Biker	\$2,250	Unlimited
	Casual Rider	\$1,500	Unlimited

Payment Information

Our check is enclosed made payable to: Neighborhood Service Organization (NSO)

Please charge my: Visa MasterCard American Express Discover

Card Number: _____ Exp. Date: _____

Billing Address: (If different than above) _____

City: _____ State: _____ Zip Code: _____

Name on Credit Card: _____

Signature: _____

• Please invoice my company. Purchase Order Number: _____

Return Form & Payment to:
Neighborhood Service Organization
Attention: NSO H4H
882 Oakman Blvd., Suite C • Detroit, MI 48238

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Neighborhood Service Organization (NSO)

Neighborhood Service Organization (NSO) is a health and human service agency that boldly serves our community. Founded in 1955, NSO's programs are designed to address inequities that are barriers to social, health, and economic stability for vulnerable populations. NSO has evolved the depth and breadth of its services to best meet the needs of Detroiters by offering integrated healthcare and wraparound services for children, adults, and seniors with developmental disabilities and mental illness and individuals experiencing homelessness. Its diverse network of programs for Wayne and Oakland county residents have received local, statewide and national recognition. NSO has become one of the largest forces in Detroit for addressing and alleviating homelessness, delivering life-changing solutions that allow our most vulnerable neighbors to thrive.

NSO Handlebars for the Homeless

Historically, NSO Handlebars for the Homeless (H4H) has been a guided bike tour that highlighted hidden treasures in northwest Detroit. This year due to COVID-19, NSO Handlebars for the Homeless has shifted to a month-long virtual bike riding event beginning in August to help feed the homeless. For the first time, cyclists can ride 16-miles to raise money virtually anytime and anywhere. Cyclists can take their own route, ride indoors or outdoors, atop a traditional bike or a smart bike trainer, on their favorite bike path or virtual bicycle app. All registered cyclists will receive an NSO Handlebars for the Homeless high-performance T-shirt and raffle entry.

In 2019, the ride garnered over 300 participants. The event sponsors included Daly Merritt Insurance, Meijer, Plant Moran, AAA of Michigan, Fusco, Shaffer & Pappas, Inc., Superior Ambulance, Detroit Bikes, Back Alley Bikes, University of Detroit Mercy, Absopure, BYP Detroit, Meemic Insurance, and Auto-Owners Insurance.

Proceeds from NSO Handlebars for the Homeless benefit the programs and services of NSO.



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Homeless Demographics

Neighborhood Service Organization

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DETROIT HOMELESS STATISTICS*

Homeless Citizens:	10,006
Average Age:	36
Male:	63%
Female:	36%
Transgender:	1%
White:	11%
African American:	88%
Other:	1%



*Homeless Action Network of Detroit - 2019 State of Homelessness
Annual Report for the Detroit Continuum of Care*

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2021 Registration Details

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Since H4H is not a race, it is perfect for an outdoor or in-home activity. This is a great opportunity to reacquaint yourself with outdoor activities or dust off that stationary bike and enjoy a nice ride. This 16-mile ride can easily be accomplished over the course of a month.

To learn more about registering your Team email corporateaffairs@nso-mi.org or call Katrina McCree at 313-961-4890.

INDIVIDUAL REGISTRATION

\$35 per person* - Register through August 31

Individuals will receive a H4H High Performance T-shirt

We encourage all participants to wear a bike helmet and to follow appropriate bike safety protocols.



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