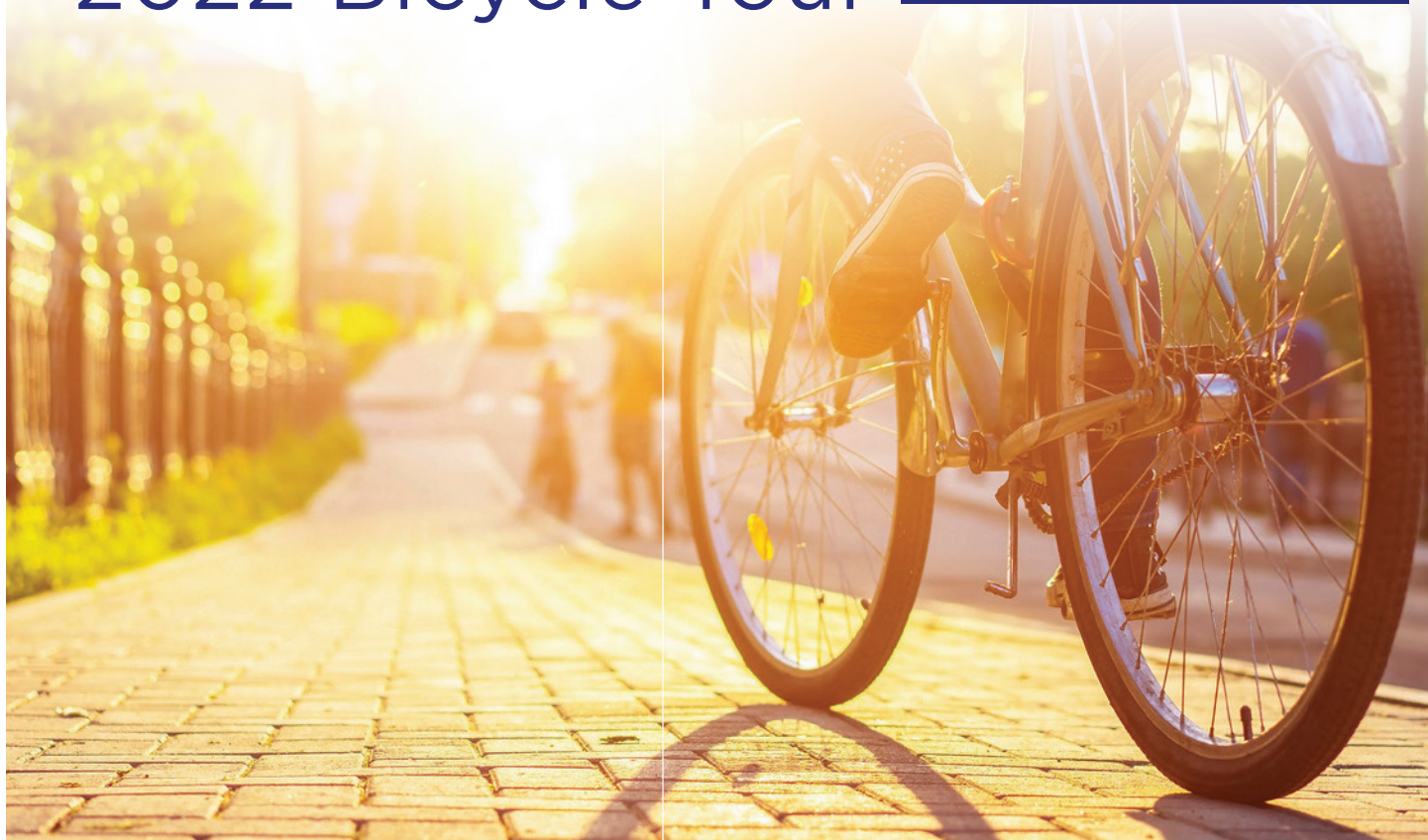


Neighborhood Service Organization

HANDLEBARS FOR THE **HOMELESS**

2022 Bicycle Tour



Sunday, August 14, 2022

Sponsor Packet



2022 Sponsorship Benefits

Sponsorship Benefits	Presenting Sponsor \$10,000	Century Rider \$7,500	Ride Leader \$5,000	Urban Rider \$3,500	Mountain Bikers \$2,500	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					
Logo placed on Participant goodie bag	X					
Introduction at Opening Ceremony	X					
Company Video Posted on Website for 30 Days	X					
Logo on spoke card	X					
Recognition in Press Release	X	X				
Logo on H4H Registration Page	X	X	X			
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	
Logo on Event T-Shirts**	X	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	20	15	10	7	5	2

Small Business SAG Support Sponsorships Available

***Deadline for inclusion on print materials: June 30, 2022**

****Deadline for inclusion on T-shirts: July 11, 2022**

2022 Sponsorship Form

Neighborhood Service Organization

HANDLEBARS FOR THE HOMELESS 2022 Bicycle Tour



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	\$2,500	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

About NSO & H4H

Neighborhood Service Organization

HANDLEBARS FOR THE HOMELESS 2022 Bicycle Tour



Neighborhood Service Organization (NSO)

Neighborhood Service Organization (NSO) is a comprehensive community-based integrated health and human service organization that bridges the gaps in housing, health, and well-being for vulnerable populations in the Metropolitan Detroit community. NSO provides critical assistance to children, youth, adults, seniors, and families, including those with developmental or intellectual disabilities, mental illness, and housing insecurity, at nine locations throughout Wayne and Oakland counties.

With bold outreach and compassionate care, NSO works to create healthy communities, providing personalized supportive services and opportunities that help individuals transform their lives. NSO's broad-ranging programs and uniquely holistic approach address the constellation of issues impacting health and economic stability.

NSO is one of the largest forces in Detroit working to address and alleviate the chronic issues of homelessness, delivering life-changing solutions that allow our most vulnerable neighbors to thrive. We assist those experiencing housing insecurity with emergency shelter, permanent supportive housing, and rapid re-housing. We offer a full continuum of homeless solutions to address homelessness for those we serve.

NSO Handlebars for the Homeless

Handlebars for the Homeless (H4H) is back in-person with a new route for 2022. All funds raised from this ride will go to support individuals experiencing homelessness.

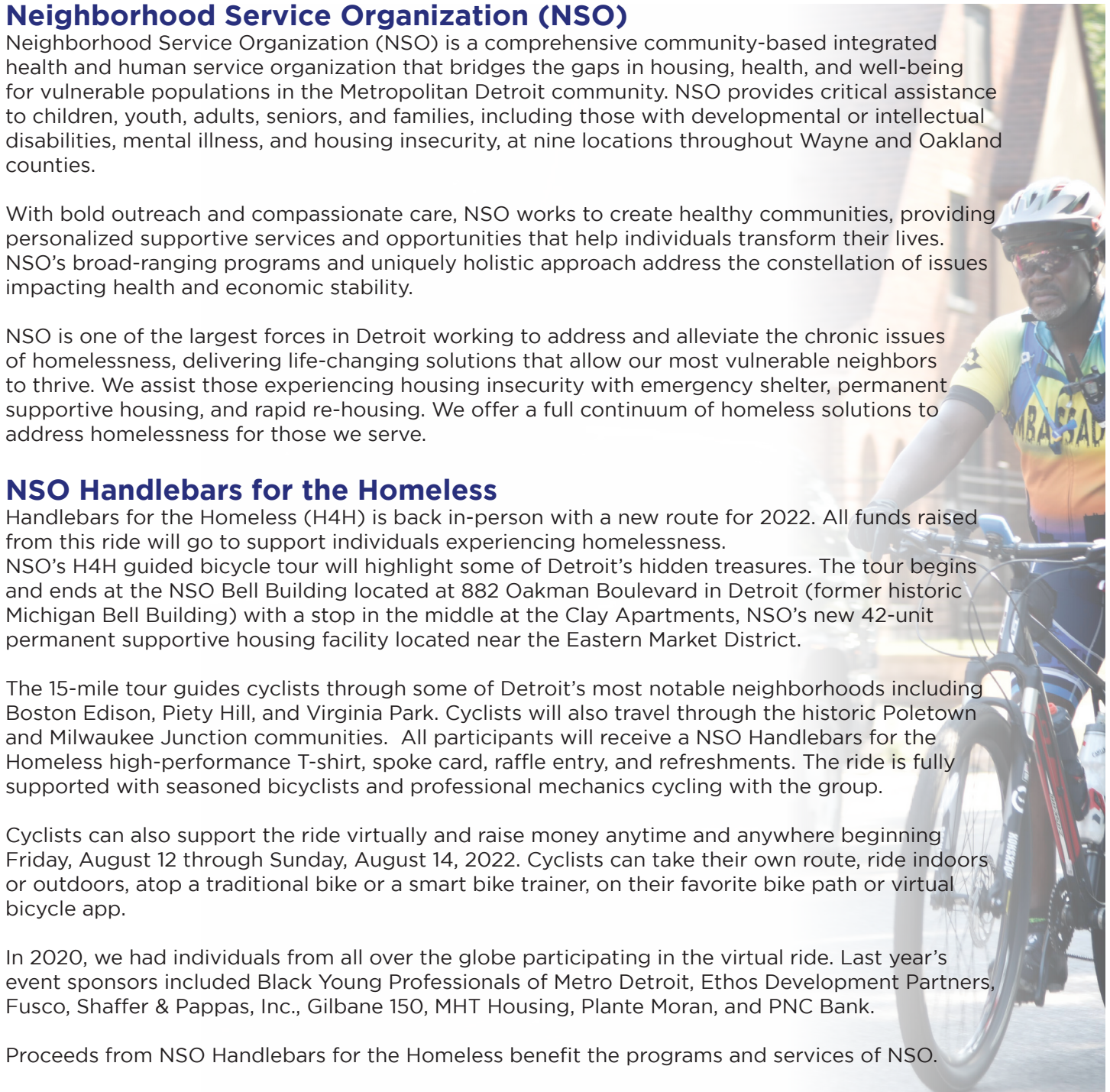
NSO's H4H guided bicycle tour will highlight some of Detroit's hidden treasures. The tour begins and ends at the NSO Bell Building located at 882 Oakman Boulevard in Detroit (former historic Michigan Bell Building) with a stop in the middle at the Clay Apartments, NSO's new 42-unit permanent supportive housing facility located near the Eastern Market District.

The 15-mile tour guides cyclists through some of Detroit's most notable neighborhoods including Boston Edison, Piety Hill, and Virginia Park. Cyclists will also travel through the historic Poletown and Milwaukee Junction communities. All participants will receive a NSO Handlebars for the Homeless high-performance T-shirt, spoke card, raffle entry, and refreshments. The ride is fully supported with seasoned bicyclists and professional mechanics cycling with the group.

Cyclists can also support the ride virtually and raise money anytime and anywhere beginning Friday, August 12 through Sunday, August 14, 2022. 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.

In 2020, we had individuals from all over the globe participating in the virtual ride. Last year's event sponsors included Black Young Professionals of Metro Detroit, Ethos Development Partners, Fusco, Shaffer & Pappas, Inc., Gilbane 150, MHT Housing, Plante Moran, and PNC Bank.

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



Homeless Demographics

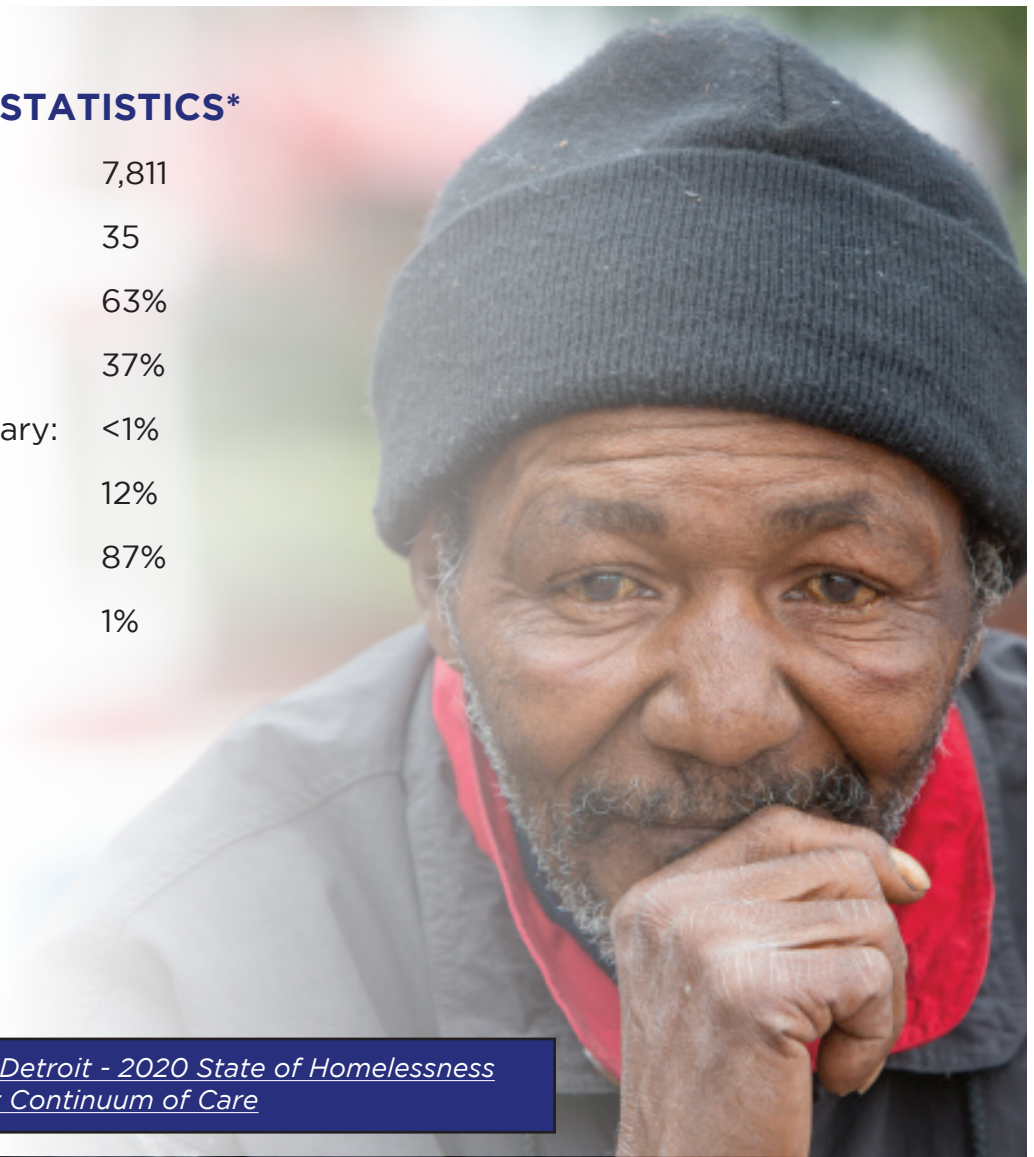
Neighborhood Service Organization

HANDLEBARS FOR THE HOMELESS 2022 Bicycle Tour



DETROIT HOMELESS STATISTICS*

Homeless Citizens:	7,811
Average Age:	35
Male:	63%
Female:	37%
Transgender/Non-Binary:	<1%
White:	12%
African American:	87%
Other:	1%



*Homeless Action Network of Detroit - 2020 State of Homelessness
Annual Report for the Detroit Continuum of Care*

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

2022 Registration Details

Neighborhood Service Organization

HANDLEBARS FOR THE HOMELESS 2022 Bicycle Tour



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

REGISTRATION FEES - INDIVIDUAL

Early Registration

June 8 through June 30
Fee: \$50 per individual

Regular Registration

July 1 through July 31
Fee: \$55 per individual

Late Registration

August 1 through August 9
Fee: \$60 per individual

REGISTRATION FEES - GROUPS

GROUP DISCOUNT PROMO CODES: To receive a Group Discount Promo Code contact NSO Corporate Development before registering. Email corporateaffairs@nso-mi.org or call 313-961-4890 ext. 1011.

Teams of 5 or more members: \$40/person through August 9.



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