

# 2023 SPONSOR PACKET

## Sunday, August 20, 2023



Honorary Chair  
Benjamin Schwartz  
President, Corewell Health East



# About H4H



## NSO Handlebars for the Homeless

Handlebars for the Homeless (H4H) is back in-person again for 2023. 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 Detroit first Healthy Housing Center located across the parking lot from the Clay Apartments.

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 18 through Sunday August 20, 2023. 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 2022, event sponsors included: Absopure, Beaumont, BYP Detroit, CCS Fundraising, Comcast, D. Ericson & Associates, Detroit Area Agency on Aging, Ethos Development Partners, Fusco, Shaffer & Pappas, Inc., Horizon Bank, Huntington Bank, Marsh McLennan Agency, MBM Grand Detroit, MHT Housing, Inc., Michigan State Housing Development Authority, mLean Laundry, Molina Healthcare, NAACP Detroit Branch, Plante Moran, Superior Ambulance Service, Stahls', Wayne Health and Wilson Building Consultants.

Proceeds from Handlebars for the Homeless will benefit our programs and services for individuals experiencing homelessness. Proceeds from Handlebars for the Homeless will benefit our programs and services for individuals experiencing homelessness.



### Neighborhood Service Organization

882 Oakman Blvd., Suite C • Detroit, MI 48238  
313-961-4890 • 313-883-6206 (fax)  
[www.nso-mi.org](http://www.nso-mi.org)

## About NSO

### 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.

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.

#### What we do:

With bold outreach and compassionate care, we work 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.

**Housing Services** -NSO is one of the largest forces in Detroit working to alleviate the chronic issues of homelessness. 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

**Health Services**- NSO addresses health inequities and works to ensure access to holistic, multidisciplinary care

**Well-Being Services** - Poverty and social inequities cause enormous stress that increases susceptibility to illness, substance abuse and mental health issues. NSO addresses these through intensive case management, health services, and basic needs support.

#### What makes us unique:

We have comprehensive services and programs that address the unique need of the whole person including primary healthcare, behavioral healthcare, housing solutions, basic needs support, intensive case management, and workforce development.

Since 1955, we have continued to evolve our programs to promote health equity and social justice in the communities that we serve. We have metro Detroit's first and only healthy housing center which provides critical medical and behavioral healthcare to those experiencing housing insecurities and those with complex and chronic medical conditions.

We have the largest permanent supportive housing facility in the state of Michigan with 155 individual units at NSO's historic Bell Building.

We continue our efforts around community and real estate development to increase access to housing solutions, in metropolitan Detroit, which is the key contributor to inequity and social injustice in our community.



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# Homeless Demographics

## DETROIT HOMELESS STATISTICS\*

Homeless Citizens:	5,687
Average Age:	45
Male:	61%
Female:	39%
Transgender/Non-Binary:	<1%
White:	11%
African American:	84%
Other:	5%



*Homeless Action Network of Detroit - 2021 State of Homelessness  
Annual Report for the Detroit Continuum of Care*



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# 2023 Registration Details

To learn more about registering your Team email [corporateaffairs@nso-mi.org](mailto:corporateaffairs@nso-mi.org) or call Katrina McCree at 313-961-4890 ext. 1010.

## REGISTRATION FEES - INDIVIDUAL

### Early Registration

May 1 through June 14  
Fee: \$65 per individual

### Regular Registration

June 15 through July 15  
Fee: \$70 per individual

### Late Registration

July 16 through August 18  
Fee: \$85 per individual

## REGISTRATION FEES - GROUPS

*GROUP DISCOUNT PROMO CODES: To receive a Group Discount Promo Code before registering email [corporateaffairs@nso-mi.org](mailto:corporateaffairs@nso-mi.org) or call 313-961-4890 ext. 1010.*

**Teams of 5-9 pay \$55 per member and Teams of 10 or more pay \$50 per member through August 18.**



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# 2023 Sponsorship Form



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  
Corporate Development Office  
Attention: NSO H4H  
882 Oakman Blvd., Suite C • Detroit, MI 48238



## 2023 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			
Spotlight Article in Newsletter	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	
Company Banner Prominently Displayed	X	X	X	X	X	X
Mention in Video Recap	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: July 1, 2023**

**\*\*Deadline for inclusion on T-shirts: July 1, 2023**



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