

# Sponsor Packet

# 2 NSO 25

Sunday, August 24, 2025

For Sale  
Commercial  
Real Estate  
Leo D. Gonzalez  
734-846-8045



# About H4H

## NSO Handlebars for the Homeless

Handlebars for the Homeless is a guided bicycle tour and will highlight some of Detroit's hidden treasures. We are adding a new 6-mile tour route this year! This is an opportunity for non-seasoned bikers to join the ride. Riders will be able to see neighborhoods that are being refreshed and revitalized. They will tour Neighborhoods where some of the state and even country's hottest restaurants are located. The 6-mile tour will leave from the Bell Building and ride through Boston Edison Historic District and stop at the NSO Life Choices Building. The 15-mile riders will continue from the Life Choices building, and head through North End & Milwaukee Junction, and then up through Island View to the McDougall Hunt neighborhood where the Detroit Health Housing Center is located and back to the Bell Building.

Cyclists can support the ride virtually and raise money anytime and anywhere from Friday, August 22, through Sunday, August 24, 2025. 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 participants will receive an NSO Handlebars for the Homeless high-performance T-shirt, spoke card, raffle entry, and refreshments.

In 2024, event sponsors included: Absopure, Aetna, D. Ericson & Associates, Ethos Development Partners, First Independence Bank, Focus: Hope, Fusco, Shaffer & Pappas, Inc., Gilbane Building Company, Global Alliance, LoveOnly, Mercedes-Benz Financial Services, Michigan State Housing Development Authority (MSHDA), PCE Systems, and Superior Ambulance Service.

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.



**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)

# Detroit

## HOMELESS STATISTICS\*

**5,687** Homeless Citizens

45

Average Age

60%

Male

40%

Female

<1%

Transgender/  
Non-binary or  
No single gender



10%

White

85%

African

5%

Other

*Homeless Action Network of Detroit - 2022 State of Homelessness  
Annual Report for the Detroit Continuum of Care*

# 2024 *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.

## VIP REGISTRATION

**\$150**

- Registration for H4H bike tour
- Annual H4H rider t-shirt
- Long sleeve H4H shirt
- H4H Special gift

## INDIVIDUAL REGISTRATION

**\$50**

**Early Registration** - Now through May 31, 2025

**\$60**

**Regular Registration** - June 1 through July 20, 2025

**\$70**

**Late Registration** - July 21 through August 22, 2024

## GROUP REGISTRATION

*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.*

**\$45**  
PER PERSON

**Teams of 5-9** register Now through July 20, 2025.

**\$40**  
PER PERSON

**Teams of 10 or more** register Now through July 20, 2025.

**\$40**  
PER PERSON

**Nonprofit Groups** register Now through July 20, 2025.

## TENTATIVE EVENT DAY AGENDA

- 7:00 a.m.: Participant Check-in and Onsite Registration\*
- 8:30 a.m.: Pre-Tour Announcements
- 9:00 a.m.: Tour Start Time
- 12 noon: Tour End Time

\*All pre-registered participants must check in to receive their T-shirt and raffle ticket.



Scan to REGISTER

# 2025 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
	Non-Profit/Small Business	\$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



# 2025 *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	Non-Profit/ Small Business \$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					
Company Banner Prominently Displayed	X	X	X				
Logo on H4H Registration Page	X	X	X				
Spotlight Article in Newsletter	X	X	X	X			
Logo on Website	X	X	X	X	X		
Acknowledgement in Event Social Media Promotions	X	X	X	X	X	X	
Logo on Event Posters*	X	X	X	X	X	X	X
Logo on Event T-Shirts**	X	X	X	X	X	X	X
Mention in Video Recap	X	X	X	X	X	X	X
Complimentary Entries for Cyclists	25	20	15	10	7	5	2

**\*Deadline for inclusion on print materials: July 15, 2025**

**\*\*Deadline for inclusion on T-shirts: July 15, 2025**



**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)