



LONG BEACH AIDS RIDE

www.longbeachaidside.org

SPONSORSHIP PACKET

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Ride with us!

You are invited to become a part of Long Beach AIDS Ride! The third annual Long Beach AIDS Ride (LBAR) will take place on Saturday, November 14, 2015. This one day signature bike ride winds down the Southern California coast. Riders can choose to do a 75-mile or 40-mile loop, beginning and returning to beautiful Long Beach. The ride is a fully supported event with staffed rest stops along the route providing sustenance, drinks and bike assistance for all riders. This premier bike event will bring hundreds of participants and thousands of supporters together in the fight against HIV/AIDS in Long Beach.

In our third year, we are proud to announce the continuation of our eight mile fun ride. This family-friendly ride departs from the same kickoff site as our signature rides, while taking riders on a scenic route along the beautiful and newly renovated ride and run bike path. Riders will enjoy scenic beach views and ride past iconic Long Beach site like the historic Long Beach Museum of Art and the Aquarium of the Pacific turning around at the historic lighthouse at the Shoreline Aquatic Park.

Our Mission Statement

The Long Beach AIDS Ride (LBAR) is a fundraising event produced by, and benefitting The LGBTQ Center of Long Beach and The Comprehensive AIDS Resource and Education (C.A.R.E.) program at St. Mary Medical Center. The event is designed to support local Long Beach efforts in the areas of education, prevention and treatment of the HIV/AIDS pandemic and related illnesses. LBAR is also a platform to increase positive, life-affirming experiences for people affected and infected by HIV and to encourage activism in the Greater Long Beach community.

Will you help us get to zero new infections?

Now more than ever, Long Beach is vulnerable to HIV and AIDS. In part because of its size, diversity and geographic location, the Long Beach AIDS incidence rate per capita is 100 percent higher than the incidence rate for Los Angeles County and more than double the rate of the State of California. Sadly, there is still a 50% fatality rate associated with HIV and AIDS in Long Beach. The Center Long Beach and the C.A.R.E. Program at St. Mary Medical Center are determined to reduce these trends by bringing education, prevention, access to medical care and treatment of the HIV/AIDS pandemic to all of our neighbors – regardless of ability to pay.

Your generous corporate sponsorship will help underwrite expenses associated with producing Long Beach AIDS Ride, while providing significant visibility and exposure for your company or organization. Join us today and become a part of the movement to get to zero. With your generous support and the support of many others we CAN get to zero- zero new infections, zero HIV stigma and zero AIDS-related deaths.

Until we get to zero,

Porter Gilberg

Executive Director
The LGBTQ Center of Long Beach



Miguel Gutierrez

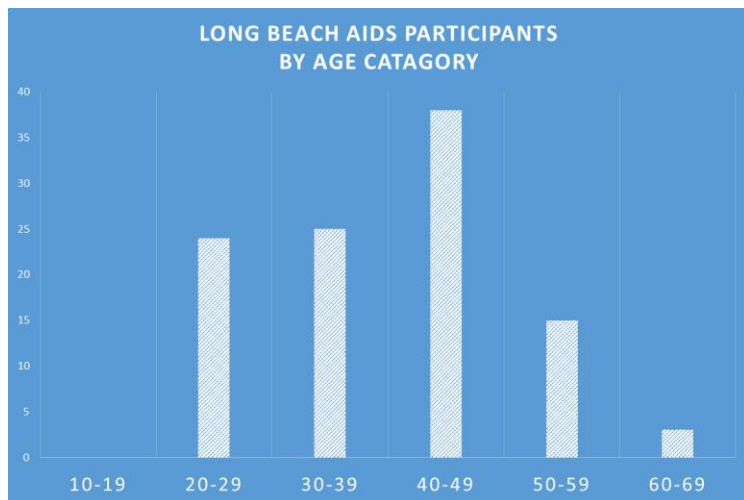
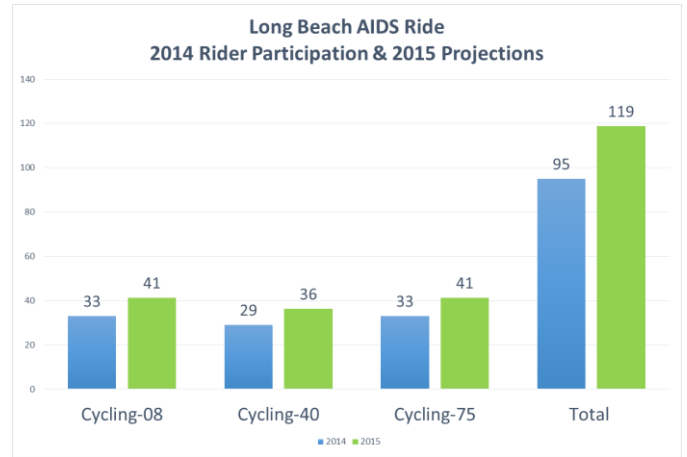
Director
The C.A.R.E. Program at St. Mary Medical Center



Who participated in last year's event?

The LGBTQ Center of Long Beach and The C.A.R.E. Program held its second annual Long Beach AIDS Ride event on Saturday November 15, 2014 at Alfredo's Beach Club. The event reached out to the community using social media like Facebook, Twitter and Instagram as well as newsletter stories and email blasts. Over 100 riders registered for the event with 95 riders taking part in either one of the three rides.

In 2014 LBAR announced a new Family Fun Ride geared towards the recreational rider and their family. 33 riders and their families participated in the 8 mile ride in a route that took them passed local sites like the Long Beach Museum of Art, Shoreline Village, Rainbow Lagoon and the Aquarium of the Pacific. LBAR is looking at increasing the number of Family Fun Ride participants by 25% in 2015.

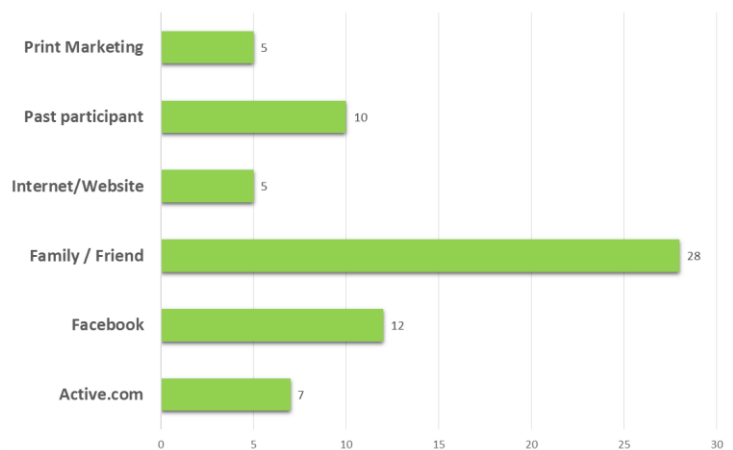


The 40 and 75-mile ride are challenging rides that takes riders along the Southern California Coast towards Laguna Beach. Riders who participate in the 40 mile ride will enjoy a scenic route down California's Pacific Coast Highway to Newport Beach and back. Those who push themselves a bit more and sign up for the 75 mile ride can enjoy a loop around the Upper Newport Bay Nature Preserve toward the University of California Irvine campus. This ride take riders through nature preserves and parks in the Crystal Cove State Park along the Laguna Canyon Road to get back on to the Pacific Coast Highway. Riders enjoy a panoramic view of the California coastline before merging back on to the same route as the 40 mile riders back to Long Beach.

Riders in 2014 where majority male (61%) with a growing female (39%) ridership. The number of women rider increased by 15% from the previous year. The average rider is between 40 and 41 years old with a growing participation from the young adult population (20-29) from the previous year. LBAR 2015 is looking to increasing rider participation this year by adding new fundraising tiers and incentives for riders who reach their individual fundraising goal.

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LBAR has learned that the most common way riders hear about the ride is through word of mouth between friends and family members, followed by Facebook content and past rider experience. Using this information The LGBTQ Center of Long Beach will access close to 7,500 followers to recruit riders, volunteers and promote fundraising efforts. Sponsors and major donors will also be highlighted in social media and special edition newsletters from The LGBTQ Center of Long Beach. Those who contribute at certain levels will also have the opportunity to be displayed at www.longbeachaidside.org and on LBAR's Facebook page.



Becoming a sponsor will open your company or organization to over 8,000 people and many local non-profit and for-profit organizations with the same community mission as ours. Whether your organization is a Presenting or In-Kind Sponsor your logo, services and contributions will be seen by many in Southern California. Please take a moment and look at the various offers available for each level of sponsorship. With your generous support and contributions we can reach our goal of stopping new HIV infections, ending stigma associated with HIV/AIDS and one day end this 30 year pandemic.

Who are you supporting when you become a sponsor?

The two lead organizations that will benefit from your sponsorship and the fundraising efforts of our riders have been staples in the Long Beach community for decades.



The LGBTQ Center of Long Beach began in 1977 as living room gatherings to discuss issues important to the LGBTQ community. The Center was officially incorporated in 1980 as One in Long Beach, Inc. and has been providing a variety of health, social, advocacy, legal, and service programs to the LGBTQ community in the Greater Long Beach area for three decades. As a result of the AIDS epidemic, in 1984, The Center established Project Ahead, the first case management service in Southern Los Angeles County exclusively for those affected by HIV and AIDS.

One in Long Beach was, in many instances, the only safe haven where people of all sexual orientations, gender identities, ethnic and cultural backgrounds and socioeconomic levels could receive HIV information, testing and counseling, healthcare referrals and other support services. In 1985, through the bequests of several individuals who died of HIV and AIDS, The Center was able to purchase a 7500 square-foot building located near 4th and Cherry, in Central Long Beach. The building was renovated and opened in 1986 as a new home for the agency. In 1987, the agency held AIDS Walk Long Beach which continues today as a separate foundation. In 1997, One in Long Beach, Inc. became the Gay and Lesbian Center of Greater Long Beach. In 2014 we became The LGBTQ Center of Long Beach.

Today, we serve over 21,000 people a year and include an array of services including support groups, workshops and seminars, youth services, legal assistance, employment referrals, rental and roommate referrals, a hate crimes hotline, mental health counseling, cultural and social activities including QSpeak and the QFilm Festival, educational forums, HIV prevention and support programs, and a thriving volunteer program with an active database of over 300 volunteers. The Center also provides meeting space for more than 20 community groups each month.



The Comprehensive AIDS Resource and Education (C.A.R.E.) Program at St. Mary Medical Center in Long Beach, is a non-profit program that helps meet the medical and social needs of the HIV community throughout Los Angeles County.

C.A.R.E. was founded in 1986 by an innovative emergency room social worker, Jennifer Andrews, LCSW who during the early 1980s saw countless AIDS patients come through the emergency room at St. Mary Medical Center. During those years, the AIDS incidence rate was unconscionably high, and individuals infected and affected by HIV disease had very limited resources and education about HIV care and services. With a generous grant from the Sisters of Charity of the Incarnate Word and Ms. Andrew's strategic foresight, the Comprehensive AIDS Resource and Education program was formed in order to comprehensively address the medical, social and mental health needs of those infected and affected by HIV disease. The Sisters of Charity of the Incarnate Word, continue to be strong supporters of the mission and services of the C.A.R.E. Program.

Since its inception, C.A.R.E. has become the "gold standard," providing HIV specialty care and services to Los Angeles County residents who are infected and affected by HIV disease—regardless of their ability to pay. C.A.R.E. is a non-profit hospital-based HIV program that is directly funded by federal, state and county grants along with private donations. C.A.R.E. provides a full spectrum of services from treatment, support, and education for the newly diagnosed, to care for long-term survivors. HIV services include medical and dental care, an on-site pharmacy, case management, mental health and support groups, treatment education and peer support, clinical trials, a food pantry and on-site food bank, and supportive services such as help with benefits including AIDS Drug Assistance Program (ADAP) enrollment, and a Housing Opportunities for People with HIV/AIDS (HOPWA) enrollment site.

Presenting Sponsor: \$15,000

All benefits of Big Wheel Sponsor Category in addition to the following:

- ⓧ Primary billing as presenting sponsor “Long Beach AIDS Ride presented by [YOUR ORGANIZATION]” in all media outlets
- ⓧ Exclusive logo placement on LBAR Rider BIBs
- ⓧ Minimum of 5 Announcements prior to start of Ride
- ⓧ 8 Riders in Ride

Big Wheel Sponsor: \$7,000

All benefits of Route Sponsor Category in addition to the following:

- ⓧ Opportunity to make a verbal presentation at prior to start of Ride
- ⓧ Banner placement opportunities at all pre-events and day of LBAR
- ⓧ 4 Riders in Ride

Route Sponsor: \$5,000

All benefits of Break-Away Sponsor Category in addition to the following:

- ⓧ Logo placement in event printed advertisements in major LGBT publications
- ⓧ Logo placement on LBAR poster
- ⓧ Booth at Ride site
- ⓧ Recognition banner at the ride midway stop

Break-Away Sponsor: \$2,500

All benefits of Ten Speed Sponsor Category in addition to the following:

- ⓧ Logo placement on LBAR bike jersey

Ten Speed Sponsor: \$1,000

All benefits of Five Speed Sponsor Category in addition to the following:

- ⓧ Banner at Ride kick off site
- ⓧ LBAR website listing with URL link

Five Speed Sponsor: \$500

All benefits of High Gear Sponsor Category in addition to the following:

- ⓧ Recognition on The Center’s/C.A.R.E. website corporate sponsor page
- ⓧ Logo placement on all event-related mailings
- ⓧ Opportunity to display company collateral at event

High Gear Sponsor: \$250

- ⓧ Logo placement on promo t-shirt
- ⓧ Logo placement on AIDS Ride Website
- ⓧ Recognition on the LBAR Facebook page (reaching hundreds of fans)
- ⓧ Recognition a minimum of 3 times on Facebook pages of St. Mary Medical Center, The Center, and CARE Program at St. Mary (reaching over 5,000 Long Beach area residents)

In-Kind Sponsor

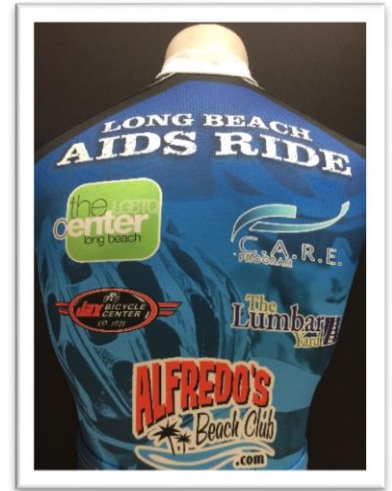
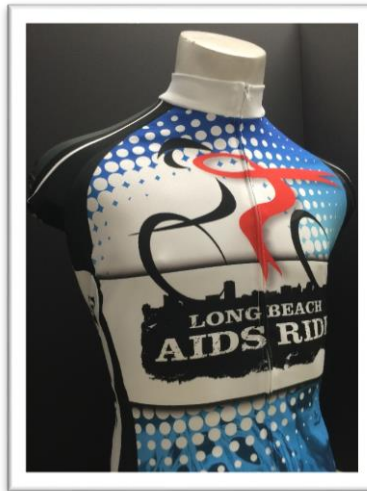
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- ⓧ Opportunity to insert collateral in LBAR goodie bags



SPONSORSHIP COMMITMENT

YES! I WANT TO BE A SPONSOR, SIGN ME UP AS...

- Presenting Sponsor \$15,000.00
- Big Wheel Sponsor \$7,000.00
- Route Sponsor \$5,000.00
- Break-Away Sponsor \$2,500.00
- Ten Speed Sponsor \$1,000.00
- Five Speed Sponsor \$500.00
- High Gear Sponsor \$250.00
- In-Kind Donation _____



SPONSORSHIP INFORMATION

Please print your name(s) below as you wish it to appear.

Contact Name _____

Email _____

Business Name _____

Business Address _____

Address 2 _____

City _____ **State** _____ **ZIP** _____

Business Phone _____ **Fax** _____

Please make your check payable to:
The LGBTQ Center of Long Beach
Tax ID # 95-3523149
For additional questions e-mail porterg@centerlb.org

Return this form with your check to:
Long Beach AIDS Ride
The Center Long Beach
2017 E. Fourth Street
Long Beach, CA 90814