



## Become a Sponsor of the Surf City AIDS Ride 2010

The Santa Cruz AIDS Project (SCAP) welcomes you to get involved in this year's Surf City AIDS Ride, formerly Surf City Century. The event this year is on October 3, 2010.

This year more than ever, due to major cutbacks in local, state, and federal budgets, SCAP is looking to Surf City to raise crucial revenue in the fight against HIV/AIDS. You can take pride in knowing you're supporting an organization that impacts people's lives in a positive way on a daily basis.

We have included several different ways to become a sponsor and show your support. Please choose a level that is most appropriate for you! To inquire about sponsorships, please contact us at: [sponsor@surfcityaidsride.org](mailto:sponsor@surfcityaidsride.org) or call us at (831) 427-3900 x 303.

	COMMUNITY SPONSOR				COMMUNITY SUPPORTER		
	Presenting: \$5K	Gold: \$2.5K	Silver: \$1K	Bronze: \$500	\$200	\$100	\$50
Presenting Sponsor Status	Yes						
Logo on Route Maps	Yes						
Logo on Route Markers	Yes						
Provided Banner Displayed	Yes	Yes					
Booth Space	Yes	Yes					
T-Shirt	Large Logo*	Medium Logo*	Small Logo*				
Poster**	Large Logo	Medium Logo	Small Logo				
Newspaper Thank You Ad	Large Logo	Medium Logo	Small Logo	Medium Name			
Event Banner	Large Logo	Medium Logo	Small Logo	Medium Name			
Website Listing with link	Large Logo	Medium Logo	Small Logo	Medium Name	Small Name	Small Name	
Event Program	Inside Cover	Premium Page	Full Page	Full Page	1/2 Page	1/4 Page	1/8 Page
Space in Goody Bag	Yes	Yes	Yes	Yes	Yes	No	No

### ***Help Pave the Way!***

Consider becoming a sponsor for the 2010 Surf City AIDS Ride!

## COMMUNITY SPONSORS

- **Presenting Sponsor: \$5,000**
  - Corporate name recognition as sole presenting sponsor. Future print and internet marketing materials will include your corporate logo most prominently in the sponsor section, and the words "Presenting Sponsor" will accompany your logo.
  - 10 x 10 corporate booth space at event start/Finish Line Expo
  - Corporate logo on all 8.5x11 directional markers on the route (about 80)
  - Corporate logo on all route maps supplied to each cyclist
  - Company supplied banner on display at registration site
  - Display of your corporate logo on all future marketing materials

- Large size corporate logo\* on Surf City AIDS Ride website (links to your website)
  - Opportunity to provide logo items or samples in cyclist goody bag
  - Large size logo on event banner at registration, The Finish Line Expo, and all seven rest stops
  - Large size corporate logo in the Thank You ad in the *Santa Cruz Sentinel*
  - **NEW ADDITIONS FOR 2010:**
    - Inside front cover full (1) page ad in event program
    - Large size corporate logo on event t-shirt
    - Large size corporate logo on event poster
    - Exposure at Santa Cruz Pride Festival and Parade, as well as other local/regional sporting and community events where Surf City AIDS Ride is being promoted and/or marketing materials distributed.
- **Gold Event Sponsor: \$2,500**
    - Display of your corporate logo on all future marketing materials
    - 10 x 10 corporate booth space at event start/Finish Line Expo
    - Medium size corporate logo\* on Surf City AIDS Ride website (links to your website)
    - Opportunity to provide logo items or samples in cyclist goody bag
    - Company supplied banner on display at registration site
    - Medium size corporate logo on event banner registration, The Finish Line Expo, and at all seven (7) rest stops
    - Medium size corporate name in the Thank You ad in the *Santa Cruz Sentinel*
    - **NEW ADDITIONS FOR 2010:**
      - Premium full (1) page ad in event program
      - Medium size corporate logo on event t-shirt
      - Medium size corporate logo on event poster
      - Exposure at Santa Cruz Pride Festival and Parade, as well as other local/regional sporting and community events where Surf City AIDS Ride is being promoted, and/or marketing materials distributed.
- **Silver Event Sponsor: \$1,000**
    - Display of your corporate logo on all future marketing materials
    - Small size corporate logo\* on Surf City AIDS Ride website (links to your website)
    - Opportunity to provide logo items or samples in cyclist goody bag
    - Small size corporate logo on event banner at registration, The Finish Line Expo, and all seven (7) rest stops
    - Small size corporate logo in the Thank You ad in the *Santa Cruz Sentinel*
    - **NEW ADDITIONS FOR 2010:**
      - Full (1) page ad in event program
      - Small size corporate logo on event t-shirt
      - Small size corporate logo on event poster
      - Exposure at Santa Cruz Pride Festival and Parade, as well as other local/regional sporting and community events where Surf City AIDS Ride is being promoted, and/or marketing materials distributed.
- **Bronze Event Sponsor: \$500**
    - Medium size name\* listed on Surf City AIDS Ride website (links to your website)
    - Opportunity to provide logo items or samples in cyclist goody bag
    - Medium size corporate name listed on event banner at registration, The Finish Line Expo, and all seven (7) rest stops
    - Medium size corporate name listed in the Thank You ad in the *Santa Cruz Sentinel*
    - **NEW ADDITION FOR 2010:**
      - Full (1) page ad in event program
      - Exposure at Santa Cruz Pride Festival and Parade, as well as other local/regional sporting and community events where Surf City AIDS Ride is being promoted, and/or marketing materials distributed.

# COMMUNITY SUPPORTERS

- **\$200**
  - Small size name\* listed on Surf City AIDS Ride website (links to your website)
  - Half (1/2) page ad in event program
  - Opportunity to provide logo items or samples in cyclist goody bag
- **\$100**
  - Small size name\* listed on Surf City AIDS Ride website (links to your website)
  - Quarter (1/4) page ad in event program
- **\$50**
  - Eighth (1/8) page ad in event program

## Additional Sponsorship Information and Due Dates

### \*Logo/Name Sizes:

SIZES	Large Logo	Medium Logo	Small Logo	Medium Name	Small Name
T-Shirt	1 ½"	1"	½"	N/A	N/A
Poster	1"	¾"	½"	N/A	N/A
Thank You Ad	¾"	½"	¼"	10 pt. font	N/A
Event Banner	6"	4"	2"	15 pt. font	N/A
Website Listing	1"	¾"	½"	12 pt. font	10 pt. font

(Measurements are maximums for vertical axis, and approximate depending on proportions of logo)

- **Corporate Banner:**
  - Banner(s) not to exceed 2' tall x 6' wide,
  - Banner to include holes for safe and easy fastening,
  - Banner(s) will be displayed as specified in sponsorship packages
  - Deliver banner(s) to SCAP, 313 Front St. Santa Cruz, CA 95060, Attn: Stuart
- **Cyclist Goody Bag:**
  - T-shirts, coffee mugs, pens, discount coupons, etc. can be included
  - 200 to 300 goody bags will be distributed
  - Due date for items: September 25
  - Deliver items to: SCAP, 313 Front St., Santa Cruz, 95060, Att: Stuart
- **Corporate Logo**
  - Logo must be provided in a JPEG or GIF Format, 300dpi print/150dpi web.
  - Email artwork to: [sponsor@surfcityaidsride.org](mailto:sponsor@surfcityaidsride.org)

## About the Santa Cruz AIDS Project (SCAP)

To learn more about the Santa Cruz AIDS Project (SCAP), visit our website at [www.scapsite.org](http://www.scapsite.org)  
Please read about SCAP and the vital services we provide and our successful community and fundraising events.

**For more information on sponsorships, please contact us at: [sponsor@surfcityaidsride.org](mailto:sponsor@surfcityaidsride.org) or call us at (831) 427-3900 x 303.**