



# SMART RIDE

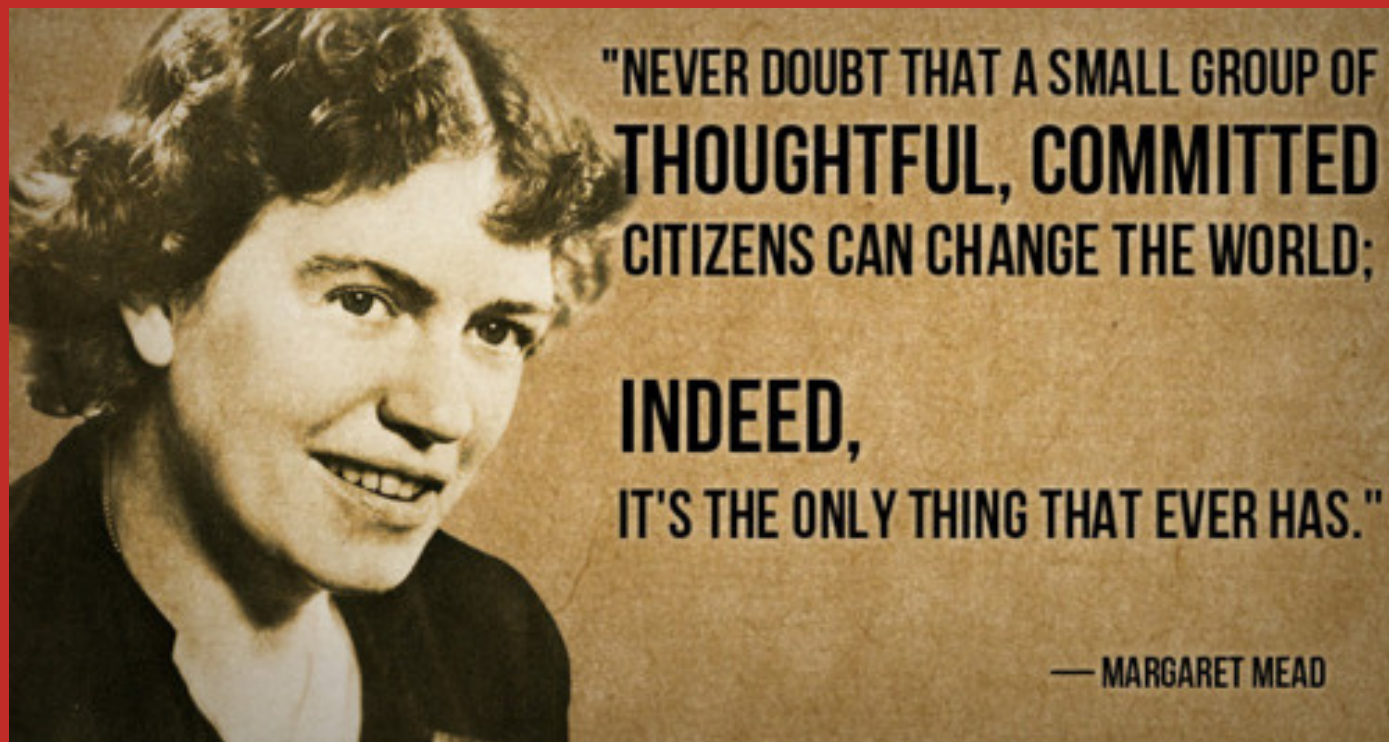
20/20



TSR ADVENTURES, INC. & CAN COMMUNITY HEALTH PRESENTS

# SPONSORSHIP DECK 2023

# 20 YEARS / 20 RIDES



NOV 17 & 18

**2023**

165 MILE BIKE RIDE  
FROM MIAMI TO  
KEY WEST FOR HIV/AIDS

[THESMARTRIDE.ORG](http://THESMARTRIDE.ORG)



**20**  
YEARS!

# WHAT IS THE SMART RIDE?

Founded in 2003 by **Glen Weinzimer**, the ride's mission is to raise critical funds that are used to provide care and support to those living with or impacted by HIV/AIDS through the ride's benefiting agencies.

Glen's own diagnosis is at the heart of our story. And he built this event so that money raised by participants and donors can be given to the service agencies providing direct, lifesaving care.

Over the course of 20 years, The SMART Ride has raised and distributed **over \$14.95 Million.**

Riders create individual fundraising goals, they often join or form teams to fundraise together, and they train all year to get ready.

The culminating event is a **Two (2) Day, 165-Mile Bicycle Ride from Miami to Key West**, an experience through which they are challenged and motivated individually and collectively to make a difference.

Like many things that change us and the world in some way, it starts with a dream, a vision, and an idea. The SMART Ride (*Southern Most AIDS/HIV Ride*) is no different.

It was born out of a dream to make a real and significant difference in the lives of those infected, affected and at risk for HIV/AIDS.

The SMART Ride is the 2nd largest AIDS bicycle ride in the country, and the only one of its size to give back 100% of every dollar raised by participants.

We invite you to become a part of The SMART Ride's history and the community that supports its vision.

Todd Delmay, Executive Director

Glen Weinzimer, Founder

[#MySMARTRideStory](#)

[#NoMoreNames](#)

### WHERE RIDERS AND CREW ORIGINATE

Location	Percentage
Broward County	40%
West Central Florida	13%
Miami-Dade County	14%
Outside of Florida	16%
Monroe County (Keys)	8%
Palm Beach County	3%
Central Florida	6%

### What States Are Riders and Crew Coming From? (highlighted in red)

The following states are highlighted in red on the map:

- WA, CA, NV, AZ, NM, TX, OK, AR, MS, AL, GA, FL, NC, SC, VA, WV, PA, NY, NJ, DE, MD, VT, NH, ME, CT, RI, MA, HI, AK.

70% of our participants identify as LGBTQ+

# WHY SUPPORT TSR?



Since 2003 we have distributed over \$14.95 million dollars. These funds support lifesaving HIV/AIDS services throughout Florida.

Each year, up to 10% of the total raised from the SMART Ride is set aside so we may gift funds to other agencies throughout Florida who also provide services for those living with HIV/AIDS or helping to prevent the spread of this disease.

## OUR 6 BENEFITING AGENCIES



# SPONSORSHIP LEVELS

**\$100,000+**

**SOLD!**



Company listed as "Title Sponsor" on all collateral material  
Logo in the footer of all donor thank you e-mails  
Named in PR material and media announcements when possible  
Name recognition from stage  
Logo in print/digital media where possible  
Logo on SMART Ride home page  
Logo on Rider Jerseys\*  
Logo on specific item or location  
Logo on closing ceremonies t-shirt\*\*  
Logo on sponsor banner\*\*  
Ad in program book (double page)  
Link from our site to yours  
Social media recognition  
Ability to place one logo item in swag bag\*\*\*

## **\$50,000 - \$99,999**

Collateral material changed to "Presented By"  
Logo in the footer of all donor thank you e-mails  
Named in PR material and media announcements when possible  
Sponsor of three 10-mile marker signs  
Name recognition from stage  
Logo in print/digital media where possible  
Logo on SMART Ride home page  
Logo on Rider Jerseys\*  
Logo on specific item or location  
Logo on crew t-shirts  
Logo on sponsor banner\*\*  
Ad in program book (double page)  
Link from our site to yours  
Social media recognition  
Ability to place one logo item in swag bag\*\*\*

\*Sponsors must sign prior to July to make it onto rider jerseys. If you miss the deadline, other opportunities will be presented.

\*\*Certain restrictions will apply to logo size and placement depending on sponsorship level.

\*\*\*Logo item must be approved to avoid duplication of items.



# SPONSORSHIP LEVELS

## \$25,000 - \$49,999

Sponsor of one 10-mile marker sign  
Name recognition from stage  
Logo in print/digital media where possible  
Logo on SMART Ride home page  
Logo on Rider Jerseys\*  
Logo on specific item or location  
Logo on crew t-shirt\*\*  
Logo on sponsor banner\*\*  
Link from our site to yours  
Social media recognition  
Ability to place one logo item in swag bag\*\*\*

## \$10,000 - \$24,999

Name recognition from stage  
Logo in print/digital media where possible  
Logo on SMART Ride home page  
Logo on Rider Jerseys\*  
Logo on specific item or location  
Logo on crew t-shirt\*\*  
Logo on sponsor banner\*\*  
Link from our site to yours  
Social media recognition  
Ability to place one logo item in swag bag\*\*\*

## \$5,000 - \$9,999

Logo on SMART Ride home page  
Logo on specific item or location  
Logo on sponsor banner\*\*  
Link from our site to yours  
Social media recognition  
Ability to place one logo item in swag bag\*\*\*

\*Sponsors must sign prior to July to make it onto rider jerseys. If you miss the deadline, other opportunities will be presented.

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\*\*\*Logo item must be approved to avoid duplication of items.

# SPONSORSHIP LEVELS

## \$2,500 - \$4,999

Logo on specific item or location  
Logo on sponsor banner\*\*  
Link from our site to yours  
Social media recognition  
Ability to place one logo item in swag bag\*\*\*

## \$1,000 - \$2,499

Listing on sponsor banner\*\*  
Link from our site to yours  
Social media recognition  
Ability to place one logo item in swag bag\*\*\*

## \$500 - \$999

Link from our site to yours  
Social media recognition

\*Sponsors must sign prior to July to make it onto rider jerseys. If you miss the deadline, other opportunities will be presented.

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# SPECIFIC OPPORTUNITIES

Hawks Cay Housing Sponsor:	\$95,000
Closing Sponsor:	\$30,000
Dedication Sponsor:	\$25,000
Tent Rentals:	\$25,000
Key West High School Site:	\$20,000
Morning Star Housing:	\$15,000
Orientation Day Sponsor:	\$10,000
Pit Stop Sponsor:	\$10,000 ( <i>per stop</i> )
Hat Sponsor:	\$7,500
Water Bottle Sponsor:	\$7,500
Massage Team Sponsor:	\$7,500
Port-A-Potty Sponsor:	\$7,500
Sports Bags:	\$6,000
Traffic Team Sponsor:	\$5,000
Motorcycle Team Sponsor:	\$5,000
Bike Safety Flashers:	\$4,500
Water Stop Sponsor:	\$3,000
Luggage Tag Sponsor:	<b>SOLD!</b>

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For more information about The SMART Ride, or to create a custom sponsorship, please contact:

Todd Delmay, Executive Director at [todd@thesmartride.org](mailto:todd@thesmartride.org)



*The*  
**Smart  
Ride**