

Sponsorship Kit 2022





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EMPOWERING LIVES AFFECTED BY HIV

TPAN's Ride for Life Chicago is the unique cycling and fundraising event to support the lifesaving work of TPAN and its community partners. For more than 15 years, the Ride has been a critical engine of support for our delivery of healthcare and services to people living with HIV/AIDS and related health conditions. In that time, the Ride has helped TPAN deliver care to tens of thousands of individuals and had a profound impact.

The Ride brings together thousands of donors and hundreds of volunteers, cyclists, and advocates to ensure that nearly 2,000 people per year have access to TPAN's care and services at no cost. Through participants' commitment to cycle **100-200 miles over 2 days**, our riders and volunteers share their stories of triumph over HIV, their commitment to end HIV/AIDS, and TPAN's success in providing expert, compassionate health services to individuals and families across Chicago.

We invite you to be part of this exciting and powerful experience.

200 MILES. 2 DAYS. 250+ VOLUNTEERS. THOUSANDS OF LIVES CHANGED.

TPAN's Ride for Life participants spend months preparing, training, and fundraising with their friends, peers, and colleagues. **On June 18 & 19, 2022**, they will cycle 200 miles (there is also a 100-mile option) that span three states. In the months leading up to the event and along the route, they and TPAN will mobilize our community to raise funds and awareness.

Over its many miles, the Ride includes a kick-off ceremony, 8 pit-stops or water stations, an overnight camp team experience, and a celebratory Closing Ceremony, plus the enthusiastic and visible crew team presence that makes this event possible.



VOLUNTEERING. ADVOCATING. EMPOWERING. HEALING. SAVING LIVES.



TPAN's Ride for Life Chicago is an event with a rich history of driving HIV-focused care and services for TPAN. This year, the Ride reflects our broad community of committed donors, volunteers, and advocates as well as the expansive nature of TPAN's mission – one focused on all people affected by HIV/AIDS and all aspects of health and well-being. Sponsorship of the *Ride for Life* demonstrates powerful leadership in the LGBTQ and HIV-affected communities we engage year round.

The Ride for Life Chicago is a vehicle for profound storytelling, education, and empowerment. By sharing our stories, we reduce stigma and compel action. Our supporters include LGBTQ people, families, care providers, health advocates, and many people themselves living with HIV. The Ride for Life Chicago highlights and humanizes their experiences while channeling their energy and advocacy into lifesaving care and services at TPAN.

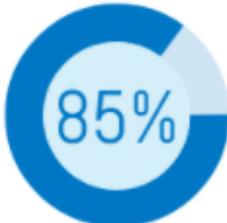


The Ride for Life shares the meaningful and deeply personal stories of our cyclists, volunteers, and champions.

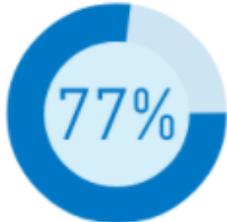


WHO WE SERVE

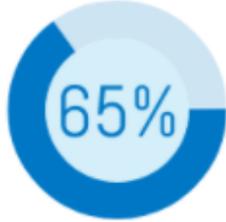
TPAN



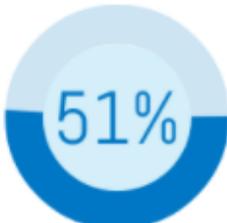
LGBTQ



Living with HIV



People of color



African American



Young Adults (18-29)



Older Adults (50+)



We serve Chicago. Our reach spans the nation.



We provided 2,000 individuals with quality health care and compassionate support. Nearly 1,000 people know their HIV status because of TPAN's outreach and testing this year.

TPAN serves individuals across all identities of race, ethnicity, and gender. Most who access our care are low-income LGBT individuals and people of color – community members most impacted by HIV in Chicago. TPAN's Ride for Life Chicago supports direct care and services **right here at home.**

We delivered a lifeline of health news, treatment information, and compelling stories to more than 100,000 readers of our nationally distributed magazine, POSITIVELY AWARE.



More than 150 LGBTQ youth turned to us to find healthier ways of living. TPAN provided safe space and essential services to homeless or unstably housed young people.



Our LGBTQ youth drop-in program and health intervention programs have engaged hundreds of young adults and have received national recognition for their innovative design and successes.

From our small location on Chicago's North Side, we are changing lives in profound ways.



We are a doorway to care for older adults— one of every two case management clients is an older person living with HIV.

WHAT OUR CLIENTS SAY

The Tea Room is positive and always clean for us. The staff is respectful, they don't treat us like kids – they treat us like adults, and we feel respected as equals.

– Jamal

My therapist is doing an outstanding job and is caring and understanding of all my needs. TPAN was highly recommended, and I learned after coming here it's an awesome and caring organization.

– Monica

I just wanted to make bonds and friendships since it's a rare thing to have with other gay Black men. I also wanted to have more confidence in myself to step out and be bold. I found what I was looking for at TPAN.

– Michael

Everyone in the drop-in space treats each other like family. I know the staff care about us.

– Jeff

I strongly believe that the Paws N' Effect program can transform lives, and if sharing my experience can help it get more attention, I'd love to take part.

– Peter

I don't know where I'd be without TPAN. When I come here I feel safe. I feel understood.

– Donald

The staff have truly changed my life. They have never judged me over anything. They support you in the most real way and help you with things that actually matter. They understand what it means to need help and keep you on your feet.

– Jordan

Thank you for your incredible service to others. You are a blessing to all whose lives you've touched.

– Manuel



WHAT OUR RIDERS SAY

I ride because, I have lost too many friends to AIDS. Riding allows me to enjoy memories of my time with them, honors their lives, and hopefully will, in some small way, prevent others from losing their loved ones.

– Dan Hansvick

I started doing the ride because one of my favorite cousins died from AIDS, and I wanted to honor him. I keep doing the Ride because I know that TPAN is doing lifesaving work, and I've gained an entire family of wonderful people who care about TPAN like I do.

– Maggie Gaines

I originally started the ride as a dedication to my son's coming out as transgender. I wanted to help make the community he was growing up into safer. What I found was so much more. I found loving and kind people who are courageous and strong. I keep coming back for that reason.

– Beth Rosso

We ride because we want to end the stigma of HIV/ AIDS. We ride because we believe in the TPAN mission. We ride because all of you are our family."

– Meg Valentini

I ride in the hot sun, up and down hills, to symbolize and acknowledge the daily struggle that people with HIV/AIDS endure, and to raise money to assist them with badly needed services and supports. I ride to challenge myself physically and to add meaning to my life.

– Tom Hunter

I enjoy cycling, so when I was approached about the Ride, I said, "Sure". I thought this would be a one and done event. However, after attending the Ride opening ceremonies and seeing how many lives TPAN has touched, I thought, "How can I not do this again?" That was eight years ago.

– Chris Mitchell





A unique experience:



It supports an expansive mission which impacts youth, older adults, and thousands of underserved Chicagoans



It remains the only cycling event of its kind in the Midwest



TPAN brings 35 years of experience rallying passionate LGBTQ supporters and HIV advocates to support our work



As a peer-to-peer fundraising and cycling event, The Ride has a months-long period of promotions, outreach, and storytelling with audiences of followers across Illinois and the nation

TPAN offers a full complement of sponsorship opportunities for your company to demonstrate your support for our work with valuable recognition and benefits.



SPONSORSHIP INFORMATION

BENEFITS			LEVELS						
			Premier Sponsor \$25,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Leadership Sponsor \$1,200	Partner Sponsor \$500
Logo or name listing on <i>TPAN's Ride for Life</i> website	Logo	Logo	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Recognition in Chicago-area & Illinois email campaign	Logo	Logo	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Recognition in event signage/Closing Ceremony	Logo	Logo	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Recognition in all TPAN social media	Logo	Logo	Logo	Logo	Logo	Logo	Listing	Listing	
Recognition in event press releases	■	■	■	■	■	■	■	■	
Recognition in nationally distributed <i>Positively Aware</i> magazine	Logo	Logo	Logo	Logo	Logo	Logo	Listing		
Corporate/Business tent at Closing Ceremony	■	■	■	■	■	■			
Logo on official rider jersey	■	■	■	■	■	■			
Host corporate branded Ride route rest stop or water station	■	■	■	■	■	■			
Logo recognition on all bike tags and Road Crew shirts	■	■	■	■	■	■			
Ad in nationally distributed <i>Positively Aware</i> magazine	Full page	Half page	Half page						
Corporate branding/naming opportunity at finish line experience	■								
Podium presentation at Closing Ceremony	■								

Interested in customizing of any of these benefits to better meet your needs? Drop us an [email](#) and we can chat!



We are only able to host this Ride with the support of sponsors that share our goals to create a wonderful, diverse, & inclusive fundraising event.



Thank you!

Let's Talk

As a non-profit organization, we are always looking for sponsors to make TPAN's Ride for Life Chicago an awesome experience for everyone involved.



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