



A NEW MOVEMENT. TRIUMPHANTLY CHICAGO.

2023

COMMUNITY  
SPONSORSHIP

# COMMUNITY SPONSORSHIP

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# THE VICTORY LAP

Forged from the legacy of TPANs "Ride for Life Chicago", The **Victory Lap Chicago** is a reinvigorated and reimagined movement based fundraising event-- a mission critical to the life empowering work of TPAN and its community leaders.

For more than 15 years, RFLC served as the vehicle of support for TPANs delivery of healthcare and services to people living with HIV/AIDS and related health conditions.

Victory Lap continues on this legacy, as a celebration of where **TPANs triumphant impact on Chicago** and expansion of who we serve. The Victory Lap will bring together thousands of donors and hundreds of volunteers, participants and advocates to ensure that nearly 2,000 people per year have access to TPANs care and services at no cost.

Through the commitment to move along the physical and virtual 25-100 mile course, participants and volunteers will share their stories of triumph over HIV, their commitment to end HIV/AIDS and TPANs success in providing expert, compassionate health services to individuals and families across Chicago.



# TIMELINE

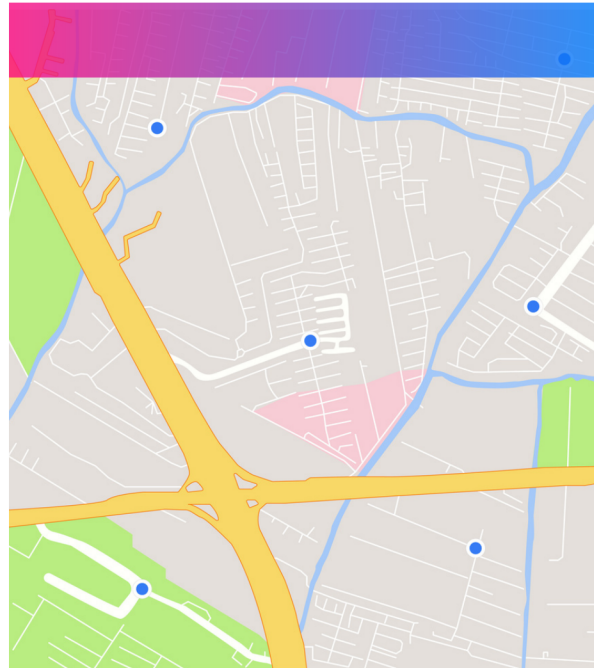
## ROAD TO VICTORY

The Road to Victory will consist of community based, grassroots events that lead up to our triumphant lap. This will include training for our centennial movers, team fundraisers, and morale centered events.



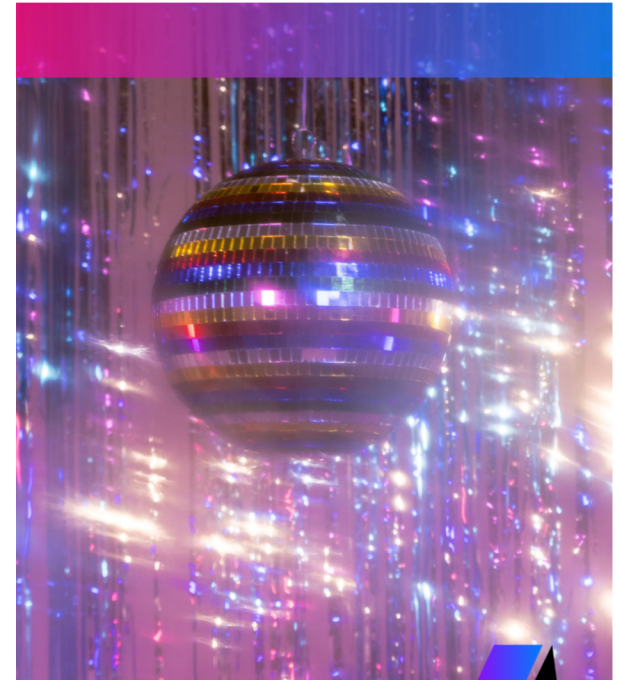
## THE VICTORY LAP

The **Victory Lap** will be a Chicago based movement consisting of a 25 Mile main course that can be lapped up to a 100 Mile Century course. The movement can be traveled physically or virtually.



## THE VICTORY BALL

Victory never comes without celebration! The Victory Ball will be a multi-format celebration and party with power house Chicago based speakers, talent and performances to commence this incredible movement.



# BENEFITING TPAN

## TEST POSITIVE AWARE NETWORK

As treatment for HIV has improved, and people living with HIV who take their medications are living longer, TPAN's work has expanded.

While HIV is a common concern for our clients, it is not the only issue we address. Today, almost 30% of those who visit TPAN are unstably housed, and many are coping with mental health or substance use issues. The average client has an annual household income of \$15,000. TPAN's free services address co-occurring conditions faced by HIV-positive and vulnerable individuals—HIV stigma, mental illness, substance abuse, homelessness, unemployment, extreme poverty and inadequate access to healthcare. We are committed to meeting our clients' needs, whatever they may be.



# ABOUT TPAN

## OUR MISSION

### OUR PURPOSE.

TPAN serves individuals of all identities living with and vulnerable to HIV, with the highest quality of equitable care and resources to promote health and well-being.

## VISION

### WHAT WE WANT TO ACCOMPLISH.

Provide lifesaving care and far-reaching education to people affected by HIV that improves the quality of life of everyone we touch.



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



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.

# POWERED BY CRUISE



## CRUISE, QUEERS ON BIKES

Cruise nods to the historical queer connection by revitalizing the pursuit through cycling, exploration and socializing.

Cruise is a Queer and BIPOC (*Black, Indigenous, and people of color*) founded biking group that cultivates community through weekly meetups. Rides include parks, trails, museums, music festivals, and other Chicago gems that are often left unexplored.

Cruise and its sponsors ensure community members in need have access to bikes, first-aid and safety equipment, food, drinks and admission to select destinations during our rides.

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Rides, meetups, events lead by Cruise that expanded the horizons of our members and queer Chicago beyond the North Side

1400K+

Social media followers with active engagement in 8 months time

\$ 9.7K

Raised from our sponsors including, Replay, Wendy's, Whistle Pig and Limavady in 3 months.






# REASONS TO SPONSOR

The **Victory Lap** supports an expansive mission which impacts youth, older adults, and thousands of under-served Chicagoans



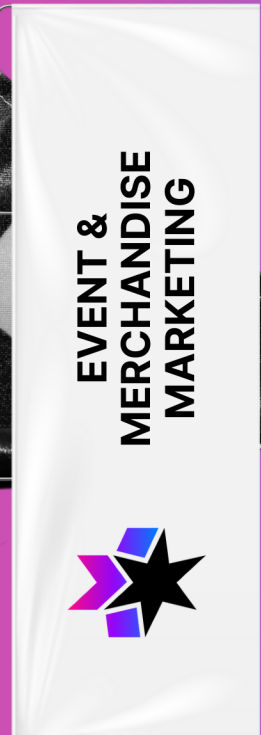
TPAN brings 35 years of experience rallying passionate LGBTQIA supporters and HIV advocates to support our work



As a peer-to-peer fundraising movement, The **Victory Lap** has a months-long period of promotions, outreach, and storytelling with audiences of followers across Illinois and the nation



# WHAT A SPONSORSHIP LOOKS LIKE...















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



**PRINT MARKETING**  
Nationally distributed,  
*Positively Aware* magazine

# SPONSORSHIP LEVELS

<b>Benefits</b> <i>(opportunities)</i>	<b>Partner</b> <b>\$1,000</b> 	<b>Bronze</b> <b>\$2,500</b> 	<b>Silver</b> <b>\$5,000</b> 	<b>Gold</b> <b>\$15,000</b> 	<b>Platinum</b> <b>\$25,000</b> 
<b>DIGITAL &amp; PRINT MARKETING</b>					
Logo or Name listing on <b>TPAN's Victory Lap</b> website	Listing	Listing	Logo	Logo	Logo
Recognition in Chicago area & Illinois email campaign	Listing	Listing	Logo	Logo	Logo
Recognition in <b>Victory Ball</b> signage	Listing	Listing	Logo	Logo	Logo
Recognition in all <b>TPAN &amp; Victory Lap</b> social media	Listing	Listing	Logo	Logo	Logo
Recognition in event press releases	Listing	Listing	Logo	Logo	Logo
Recognition in <i>Positively Aware</i> magazine		Listing	Logo	Logo	Logo
Ad in <i>Positively Aware</i> magazine			Half Page	Half Page	Full Page
<b>EVENT &amp; MERCHANDISE MARKETING</b>					
Logo on Official <b>Victory Lap</b> shirt					
Sponsored Checkpoint <i>(4)</i>					
Start and/or Finish Line Branding <i>(2)</i>					
"Sponsor" Presents: <b>The Victory Ball</b> <i>(1)</i>					



# VICTORY LAP CHICAGO

## YES, LET'S JOIN THE MOVEMENT!

Please send back the following:

- Completed Agreement
- Vector Format Logo (*preferably square*)
- Copy for Media (*80 characters or less*)

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BUSINESS NAME

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BUSINESS ADDRESS

---

TELEPHONE

EMAIL

FAX

---

POINT OF CONTACT

EMAIL

TELEPHONE

---

PRODUCT OR SERVICES TO BE PROVIDED

PARTNER - \$1,000



BRONZE - \$2,500



SILVER - \$5,000



GOLD - \$15,000



PLATINUM - \$25,000



# THANK YOU

Our movement is made possible by the support of our sponsors who share our goals to create a *triumphant*, *diverse* and *inclusive* fundraising event.



# OUR CONTACT



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Creative & Experience

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**VICTORY**  
**LAP** **CHICAGO**