



2024
SPONSORSHIP
OPPORTUNITY
PACKET

22nd ANNUAL HOT HUNDRED

The Hottest Ride in the South!

**Saturday
July 27, 2024**

Proceeds benefit the programs and services of:



2024

Dear Sponsor:

The "Hottest Ride in the South" is back in Tuscaloosa for the 22nd Annual Hot Hundred. The Tuscaloosa Mental Health Alliance (TMHA) and the Druid City Bicycle Club (DCBC) collaboratively work together to bring back Tuscaloosa's largest bicycle ride. Donations and sponsorships from generous businesses, like yours, ensure continuation of programs, services, and agency grants TMHA provides to organizations who assist individuals who face mental health challenges or have behavioral health needs.

You may visit our website at www.bikehothundred.com for additional information. We anticipate over 400 riders this year. To keep some consistency, we will start on The University of Alabama campus at Bryce Lawn. Routes include:

- **Brian Smith Memorial Ultra - 116 miles/ 4,816 ft elevation**
- **The Hot Hundred - 99.9 miles/ 3,921 ft elevation**
- **Tuscaloosa Mountain Flyer 80 - 79.8 miles/ 2,887 ft elevation**
- **Fire Station 50 - 50.2 miles/ 1,435 ft elevation**
- **Fosters 40 - 39.2 miles/ 842 ft elevation**
- **Sanders Ferry 30 - 29.2 miles/ 473 ft elevation**
- **Spirit Rider - 100 "spirit miles"/ 100% elevational support for our cause**

We would love for you and your organization to participate. However, we understand if cycling isn't for you and always welcome volunteers to help with morning sign in, cheer for returning riders, pass out waters, etc. If you have any questions or suggestions for other ways your organization might get involved, please reach out to Laura Reeves, TMHA President, at tuscaloosamaha@gmail.com, lreeves@riveroakshealth.org, or 205-650-0576.

Thank you in advance for your consideration and sponsorship!

Hot Hundred Event Coordinators



SPONSORSHIP OPPORTUNITIES

Come ride with us, and promote your business, with your sponsorship to "The Hottest Ride in the South!" DCBC and TMHA are excited to bring this annual bike ride and fundraiser back to Tuscaloosa, Saturday, July 27, 2024, as we champion support and education of mental illness.

Your sponsorship dollars will go to assist those impacted by mental health through education, awareness, support and collaboration. All proceeds benefit Tuscaloosa Mental Health Alliance. Your gift may qualify as a charitable deduction for federal income tax purposes through TMHA, which is a 501(c)(3) nonprofit.

| SPONSOR LEVEL | AMOUNT GIVEN | BENEFIT |
|------------------|--------------------|--|
| SUPPORTER | \$50 - \$400 | Opportunity to put promotional items in registration bags, thank you on event/TMHA website and social media, and knowledge you are helping others |
| CONTRIBUTOR | \$401 - \$750 | Everything from previous level and your business name printed on t-shirt |
| COLLABORATOR | \$751 - \$1,250 | Everything from previous level; however your logo will be printed on the shirt and on multiple social media posts which include your website. You will also receive a t-shirt |
| ADVOCATE | \$1,251 - \$1,750 | Everything from previous level; however, you will have a larger logo on the shirt. Your logo will also appear on the Start/Finish sponsor banner. Includes 2 shirts |
| GAME-CHANGER | \$1,751 - \$2,500 | Everything from previous level, as well as verbal recognition during the greeting and mention on all ride emails. Includes 3 shirts and 1 rider registration |
| BENEFACTOR | \$2,501 - \$3,000 | Everything from previous level, as well as logo featured on event posters to be distributed and ride jersey . Exclusive recognition as rest stop sponsor (available to first 5 sponsors). Includes 4 shirts and 2 rider registrations |
| COMMUNITY LEGEND | \$3,001 or greater | Everything from previous level, as well as being named a TITLE SPONSOR for the "Hot Hundred" route. Includes 5 shirts and 3 rider registrations |

*Monetary sponsorships ensure TMHA is able to continue reaching our mission; however, we understand "in-kind" items and services assist us in having a successful event every year. Therefore, additional consideration to determine sponsorship levels may be considered by the Hot Hundred Planning Committee when significant tangible gifts or services are received.

SPONSORSHIP COMMITMENT FORM



Yes! I will sponsor the 22nd Annual Hot Hundred. I will be helping our community as a:

____ Supporter (\$50-\$400) ____ Contributor (\$401-\$750) ____ Collaborator (\$751-\$1,250)
____ Advocate (\$1,251-\$1,750) ____ Game-Changer (\$1,751-\$2,500)
____ Benefactor (\$2,501-\$3,000) ____ Community Legend (\$3,001+)

Company: _____

Contact Person: _____ **Phone:** _____

Contact Address: _____

Email: _____

DEADLINE FOR SPONSORSHIP COMMITMENTS TO ENSURE PRINT ON THE T-SHIRT AND BANNER IS THURSDAY, JUNE 13, 2024

Sponsorship intentions, commitment forms, questions, logos, and promotional items or arrangements for pick up should be sent to TMHA President, Laura Reeves.

Laura Reeves, River Oaks Health

lreeves@riveroakshealth.org or tuscaloosamha@gmail.com

631 28th Avenue, Tuscaloosa, AL 35401

205-650-0576

Please send sponsorship form and check to:

Tuscaloosa Mental Health Alliance, PO Box 2322, Tuscaloosa, AL 35403

For credit card payments:

Email completed sponsorship form to tuscaloosamha@gmail.com

Card Number: _____

Expiration: _____ **CVV:** _____ **Zip Code:** _____

*There is a 3.5% fee TMHA incurs when a payment is made via credit card. Would you/your company willing to cover this amount? ____ YES ____ NO

Sponsorship Total: _____ **Total Authorized Amount:** _____

Signature of Authorized Card User: _____