

BIKE HSS

In partnership with



2021 SPONSORSHIP OPPORTUNITIES



JOIN THE
MOVEMENT

Saturday, September 25, 2021

BIKEHSS.ORG

WHAT IS BIKE HSS?

BIKE HSS is a one-day cycling MOVEment taking place on **SATURDAY, SEPTEMBER 25, 2021**. Friends of Hospital for Special Surgery, physicians, staff, and members of the local community will ride and set the pace to improve mobility and musculoskeletal health for people worldwide.

BIKE HSS will raise critical funds for patient care, research, and education to enable people around the world to **MOVE** better.

Riders will choose one of two beautiful and fully supported routes, and conclude their day at a safe and socially distanced Finish Line Festival.



WHY SHOULD YOU PARTNER WITH BIKE HSS?

PARTNERSHIP WITH WORLD LEADER IN MOBILITY

By aligning with HSS, your brand will be partnered with a long track record of excellence and a commitment to innovation.

SOCIAL RESPONSIBILITY

Demonstrate your dedication to corporate citizenship and wellness through a partnership that best meets your marketing, brand awareness, and charitable goals.

EMPLOYEE ENGAGEMENT

Join together with your colleagues to ride in BIKE HSS as a corporate team. Training for the ride, fundraising and volunteering during the event are great ways to boost camaraderie, be active, and support a great cause.

BRAND EXPOSURE

Our robust media plan will ensure your brand will be seen throughout several months leading up to the ride by tens of thousands of NYC/ Westchester-Connecticut area residents.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$250,000

- Logo on all communications (event website, press releases, digital and print promotional materials, e-communications, event signage, and social media posts)
- Sponsor recognition from the podium during event programming
- Opening Ceremony speaking opportunity for senior executive
- Logo on BIKE HSS rider jerseys and T-shirts*
- Brand activation opportunities available
- Opportunity to provide promotional items for participant kits
- 50 BIKE HSS registrant spots, which include tickets to Finish Line Festival
- Employee volunteer opportunities

FINISH LINE FESTIVAL SPONSOR

\$100,000

- Logo on event website and Finish Line Festival signage
- Sponsor recognition from the podium during event programming
- Finish Line Festival speaking opportunity for senior executive
- Logo on BIKE HSS rider jerseys and T-shirts*
- Brand activation opportunities available
- Opportunity to provide promotional items for participant kits
- 25 BIKE HSS registrant spots, which include tickets to Finish Line Festival
- Employee volunteer opportunities

HOSPITALITY ZONE SPONSOR

\$50,000

- Logo on event website and Hospitality Zone signage
- Sponsor recognition from the podium during event programming
- Logo on BIKE HSS rider jerseys and T-shirts*
- Brand activation opportunities at Finish Line Festival
- Opportunity to provide promotional items for participant kits
- 15 BIKE HSS registrant spots, which include tickets to Finish Line Festival

SUPPORTING SPONSOR

\$25,000

- Logo on event website
- Logo on BIKE HSS participant T-shirts*
- Brand activation opportunities at Finish Line Festival
- Opportunity to provide promotional items for participant kits
- 10 BIKE HSS registrant spots, which include tickets to Finish Line Festival

START/FINISH LINE SPONSOR

\$15,000

- Listing on event website
- Logo on Start/Finish Arch
- Opportunity to provide promotional items for participant kits
- 7 BIKE HSS registrant spots, which include tickets to Finish Line Festival

VEHICLE SPONSOR

\$10,000

- Listing on event website
- Logo on support and gear vehicles
- Opportunity to provide promotional items for participant kits
- 5 BIKE HSS registrant spots, which include tickets to Finish Line Festival

ENTERTAINMENT SPONSOR

\$7,500

- Listing on event website
- Logo on stage signage
- Sponsor recognition during entertainment programming
- 2 BIKE HSS registrant spots, which include tickets to Finish Line Festival

REST STOP SPONSOR

\$5,000

- Listing on event website
- Logo on rest stop signage
- Employee engagement opportunities at dedicated rest stop

Custom Sponsorship Opportunities Available

**if received by July 29 for jerseys and September 3 for T-shirts*

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CONTACT

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THANK YOU

BIKEHSS.ORG



SPONSORSHIPS

- Presenting Sponsor **SOLD**** \$250,000
- Finish Line Festival Sponsor** \$100,000
- Hospitality Zone Sponsor** \$50,000
- Supporting Sponsor** \$25,000
- Start/Finish Line Sponsor** \$15,000
- Vehicle Support Sponsor** \$10,000
- Entertainment Sponsor** \$7,500
- Rest Stop Sponsor** \$5,000

DONATIONS

- \$2,500
- \$1,000
- \$500
- \$250
- \$100
- \$50
- OTHER \$_____**

PAYMENT

Enclosed is my check for \$_____

Make checks payable to: **Hospital for Special Surgery Foundation**

I wish to pay by credit card: Amex Discover Mastercard Visa

Please charge my credit card \$_____

Card No. _____ Exp. _____

Signature _____

LISTING INFORMATION

Name _____

Listing _____

(Name or Company as you wish it to appear on printed materials)

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____

Contributions are fully tax-deductible to the extent allowed by law. You may obtain a copy of our annual report by writing to NYS Office of Charities Registration, 162 Washington Avenue, Albany, NY 12224. If you wish to have your name removed from lists used for fundraising requests to support Hospital for Special Surgery, please email development@hss.edu, call 844.810.1321 (a toll-free phone number) or write to Director, Advancement Services, Hospital for Special Surgery, 535 East 70th Street, New York, NY 10021

Please return this form to: BIKE HSS, PO Box 21041, New York, NY 10087

For more information, please contact Charlotte Reardon at reardonc@hss.edu or 917.260.4473.