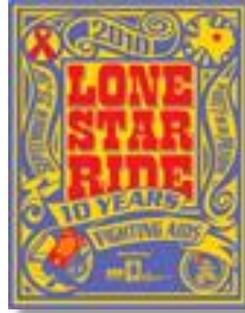




*Your  
Lifestyle  
Friendly  
Pharmacy*

**SPONSORSHIP PROPOSAL FOR  
MALCOLM ROY  
PRIDE PHARMACY GROUP**

# HISTORY



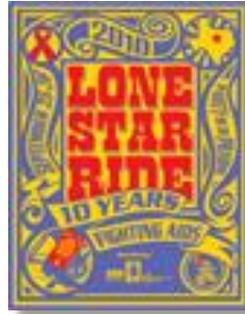
- ❖ CONCEPT BORN IN FORT LAUDERDALE: UPSCALE MEDICAL CENTER CATERING TO HIV+ CLIENTS – MIDLAND MEDICAL CENTER
- ❖ RECRUITED LAST GAY PHARMACIST AT BIOSCRIP (TODD HULET) TO LEAD THE CARLISLE LOCATION
- ❖ PRIDE PHARMACY LAUNCHED IN DALLAS. GRAND OPENING: APRIL 15, 2010
- ❖ LOCATED AT 2929 CARLISLE IN PROXIMITY TO UPTOWN PHYSICIANS GROUP TO CATER TO HIV+ CLIENTELE

- ❖ FOUNDED IN 2001 AS A JOINTLY OWNED FUNDRAISER FOR THE THREE BENEFICIARY AGENCIES
- ❖ INCORPORATED AS A TEXAS NONPROFIT: FEBRUARY, 2008
- ❖ RECEIVED IRS 501(C)(3) TAX-EXEMPT STATUS: JULY, 2009
- ❖ HAS DISTRIBUTED OVER \$1.8 MILLION TO THE THREE BENEFICIARY AGENCIES SINCE 2001



- ❖ FOUNDED IN 1995
- ❖ 800 MEMBERS NATIONWIDE
- ❖ 1<sup>ST</sup> OFFICIAL POSITIVE PEDALER PRESENCE IN 2009 LONE STAR RIDE LED BY MICHAEL MACK
- ❖ 10 REGISTERED RIDERS WITH POSITIVE PEDALER JERSEYS AND FLAGS ON THEIR BIKES
- ❖ POSITIVE PEDALERS LEAD 2009 RIDE-IN AND RIDERLESS BIKE CEREMONIES.

# GOALS



E-RACING STIGMA

- ❖ PROVIDE UNPARALLELED SERVICE TO THE GLBT COMMUNITY
- ❖ BECOME A PART OF THE COMMUNITY
- ❖ FIND SIGNATURE EVENTS TO SUPPORT THAT FIT PRIDE'S DEMOGRAPHIC AND MISSION
- ❖ GIVE BACK TO THE COMMUNITY
- ❖ EXPAND THE CHAIN TO 12 TO 15 STORES

- ❖ RECRUIT A MINIMUM OF 175 RIDERS FOR 2010 EVENT
- ❖ RAISE AT LEAST \$207,000 IN PARTICIPANT DONATIONS
- ❖ RAISE \$100,000 IN GRANTS AND SPONSORSHIPS
- ❖ DISTRIBUTE \$150,000 OR MORE TO THE BENEFICIARIES IN 2010.

**\$50,000**  
PER AGENCY

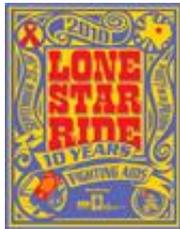


- ❖ ERASE THE STIGMA ASSOCIATED WITH BEING HIV+ THROUGH POSITIVE PUBLIC EXAMPLE
- ❖ INSPIRE EACH OTHER AND OTHER RIDERS
- ❖ RECRUIT A MINIMUM OF 20 TEAM MEMBERS FOR 2010 LONE STAR RIDE
- ❖ RAISE A MINIMUM OF \$15,000 (\$750 PER TEAM MEMBER)

# COMMON CAUSE

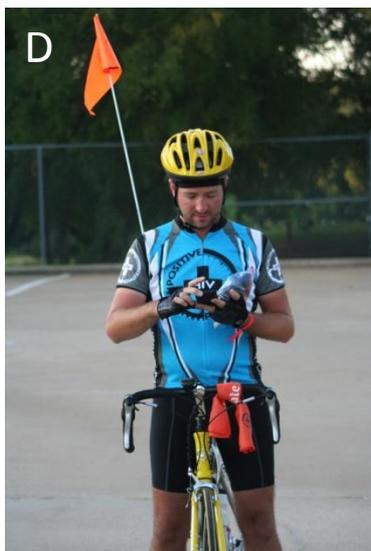


PROVIDING  
COMMUNITY  
SERVICE  
IN THE FIGHT  
AGAINST  
HIV/AIDS

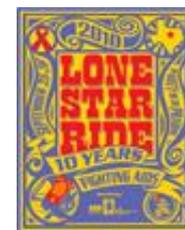


E-RACING STIGMA

# LSR POSITIVE PEDALERS



**A.** Dennis Pilgrim and Michael Mack, LSR 2010 Rider Retention Committee Co-Chairs. **B.** Christopher Gorman, 3-Year LSR Rider and veteran of numerous AIDS Rides. **C.** Jim Frederick (Buffy) and his 3-wheel bicycle named Bernice. **D.** John Tripp, LSR 2010 Event Co-Chair. **E.** Steve Jackson 1<sup>st</sup>-year rider in 2009 and 2<sup>nd</sup> highest fundraiser.



# LSR 2010 EVENTS TIMELINE



Feb. 12, 2010  
Valentine's Day  
Charity Breakfast with  
Holy Trinity Choir.  
Attendance: 210  
Money Raised: \$1,300

May – August, 2010  
Monthly Crew-Supported  
Training Rides.



April 16, 2010  
1<sup>st</sup> Annual Passion 4  
Fashion Fundraiser for  
Loan Star Locker  
Attendance: 175  
Money Raised: \$7,100



May 16, 2010  
Annual Kickoff Party  
at Salum Restaurant.  
Anticipated attendance:  
125 - 200



July 23, 2010  
LSR Casino Night  
Presented by  
Alex Long Agency  
at Park Place Motorcars  
Anticipated Attendance:  
500  
Fundraising Goal:  
\$12,000



September 24 – 26, 2010  
10<sup>th</sup> Annual Lone Star Ride  
Ride Weekend  
at AATCC



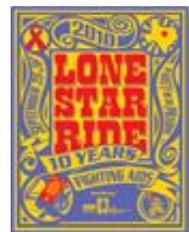
November 20, 2010  
50/50 Raffle  
Beneficiary



October 24, 2010  
Annual Wrap Party  
& Check Distribution  
at Salum Restaurant.  
Anticipated attendance:  
125 - 200



E-RACING STIGMA



# RIDE WEEKEND: DAY 1

**American Airlines**  
Training & Conference Center  
A DOLCE CONFERENCE HOTEL



Friday, Sept. 24  
Final Check In and  
Spaghetti Dinner  
6 p.m. to 9 p.m.



Fundraising Awards  
& Camp Night Show



Saturday, Sept. 25  
6 a.m. – Team  
Photos & Breakfast  
7:30 a.m. Opening  
Ceremonies  
8 a.m. Ride Out



ROMANO'S  
**Macaroni**  
GRILL  
A fresh translation of Italian.™

Saturday Lunch



Saturday: Pit Stops

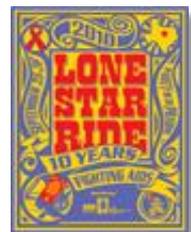


Saturday Dinner

**BONE DADDY'S**  
HOUSE OF SMOKE  
WE KNOW WHAT YOU WANT.



E-RACING STIGMA



# RIDE WEEKEND: DAY 2

**American Airlines**  
Training & Conference Center  
A DOLCE CONFERENCE HOTEL™

Sunday, Sept. 26  
6 a.m. – Breakfast  
7:30 a.m. Ride Out



Sunday  
Pit Stops



Riders on the Road



Bike Tech. Support



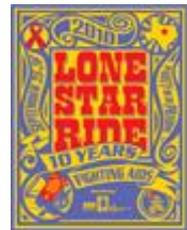
2 – 5 p.m.  
Kid's Bike Rodeo  
in cooperation with  
REI



5 p.m.  
Mass  
Ride In  
and Closing  
Ceremonies



E-RACING STIGMA

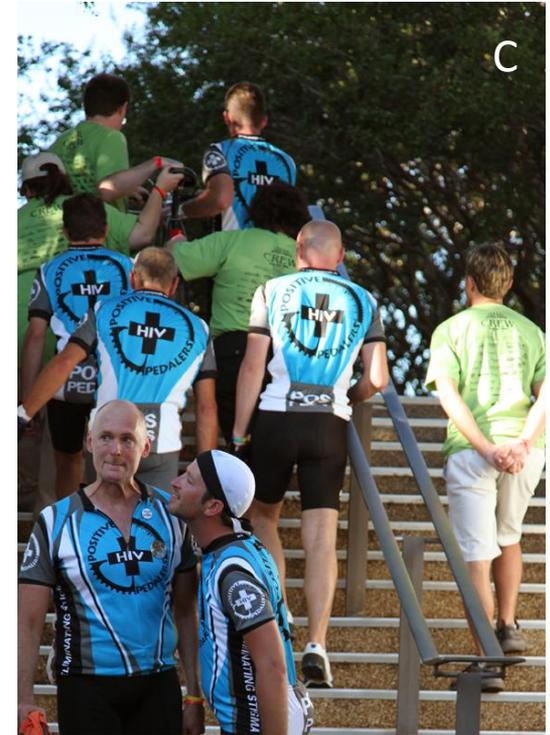
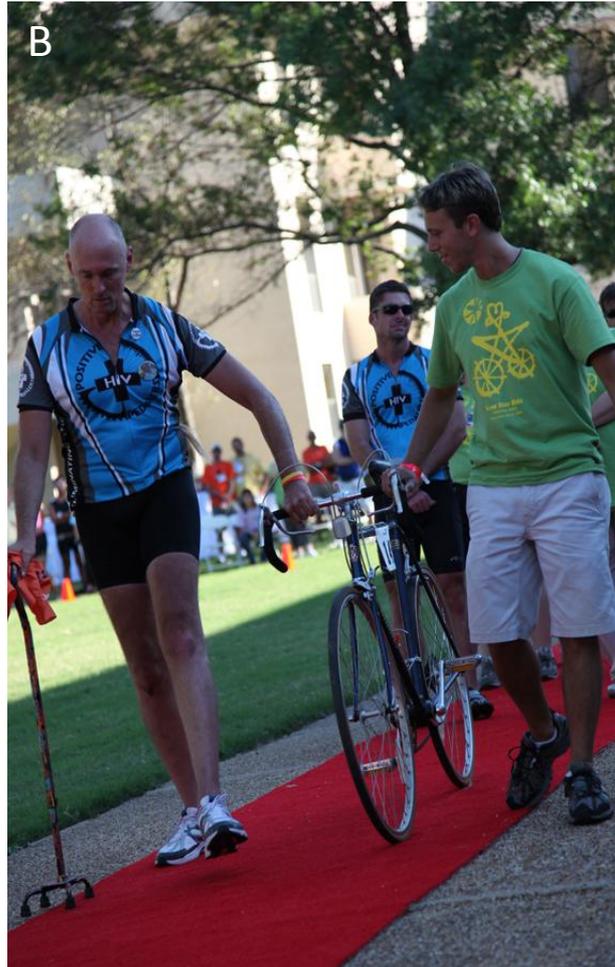


# RIDERLESS BIKE CEREMONY

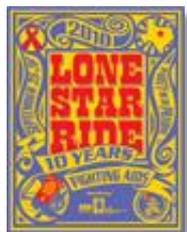


**A.** Chad Brown and Christopher Gorman begin the Riderless Bike's journey from the Remembrance Tent. **B.** Jim Frederick and Crew member Brian Patton take the Riderless Bike down the final stretch of red carpet. **C.** Positive Pedalers and Crew escort the Riderless Bike out of Closing Ceremonies.

*2009 Riderless Bike belonged to former LSR Crew Captain, Jason Harmon, who passed away in May 2009.*



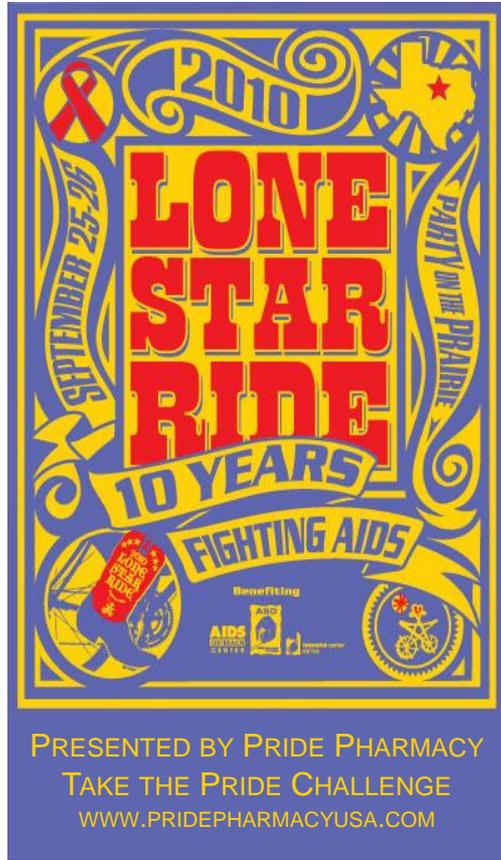
E-RACING STIGMA



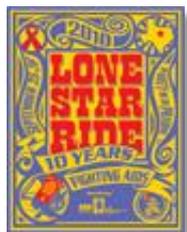
# PRIDE AND THE LONE STAR RIDE

## “THE PRIDE CHALLENGE”

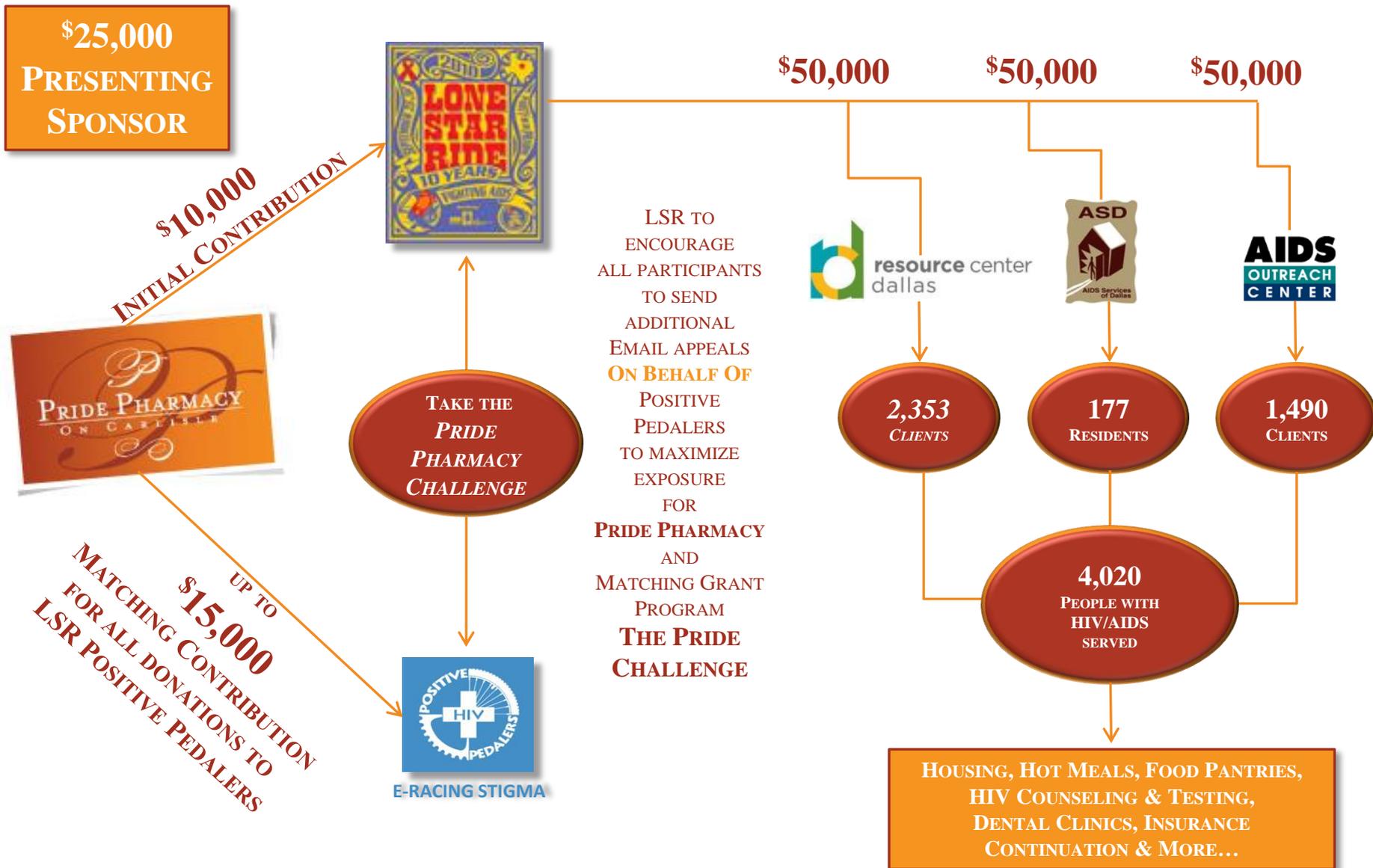
A POWERFUL WAY TO MAXIMIZE SPONSORSHIP DOLLARS  
EVERYONE WINS!



PRIDE PHARMACY GETS	LONE STAR RIDE GETS	POSITIVE PEDALERS GET	DONORS GET	BENEFICIARIES GET
PRIDE PHARMACY NAME DISSEMINATED TO EVERY LSR DONOR	TITLE SPONSORSHIP	ELEVATED PROFILE WITHIN LONE STAR RIDE COMMUNITY	SATISFACTION FROM HELPING LSR MEET THE “PRIDE CHALLENGE”	HIGHER ANNUAL DISTRIBUTION FROM LONE STAR RIDE
MEDIA EXPOSURE IN LSR ADVERTISING	POSITIVE NEWS HOOK AND “BUZZ” FROM MEDIA STORIES ABOUT PRIDE CHALLENGE	ELEVATED PROFILE WITHIN COMMUNITY OVERALL		
POSITIVE NEWS HOOK AND “BUZZ” FROM MEDIA STORIES ABOUT PRIDE CHALLENGE	INCREASED OVERALL DONATION LEVEL	ENHANCED OPPORTUNITY TO MEET THEIR MISSION OF ERASING STIGMA THROUGH A POSITIVE PUBLIC EXAMPLE		
INCREASED RECOGNITION IN THE COMMUNITY	SECONDARY DONATIONS FROM DONORS HELPING US MEET THE CHALLENGE	NEW RECRUITING TOOL TO EXPAND THEIR TEAM AND PRESENCE ON THE RIDE.		
INCREASED BUSINESS AND CUSTOMER LOYALTY FROM POSITIVE IMAGE CREATED BY THE PRIDE CHALLENGE GRANT	ENHANCED ABILITY TO MEET AND/OR SURPASS BUDGETED DISTRIBUTION	HIGHER NUMBER OF OVERALL DONATIONS		



# 1 GIFT = THOUSANDS SERVED



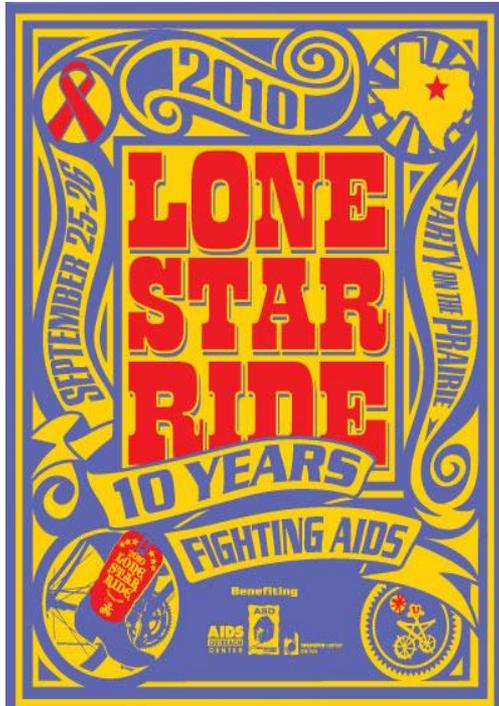
# THE PRIDE CHALLENGE

## “THE PRIDE CHALLENGE”

PROMOTING THE SPONSORSHIP MATCHING GRANT

**PRESENTING SPONSOR: \$25,000 CASH (BIG WHEEL) – STANDARD SPONSOR BENEFITS**

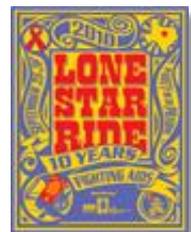
- “PRESENTING SPONSOR” DESIGNATION ON ALL COLLATERAL AND ADVERTISING  
*(CATEGORY EXCLUSIVITY REQUIRES \$50,000 CASH COMMITMENT)*
- COMPANY LOGO ON OFFICIAL RIDE JERSEY
- OPPORTUNITY TO ADDRESS PARTICIPANTS AT OPENING, OVERNIGHT OR CLOSING CEREMONIES
- COMPANY INCLUDED IN BROADCAST ADVERTISING WHEN AVAILABLE
- RECOGNITION BY EMCEE AT OPENING AND CLOSING CEREMONIES
- COMPANY LOGO DISPLAYED ON LONE STAR RIDE EMAILS WITH LINK TO COMPANY WEB SITE
- COMPANY LOGO DISPLAYED IN EVENT COLLATERAL AND ADVERTISING
- FIVE COMPLIMENTARY EMPLOYEES (WAIVED REGISTRATION FEES & NO PLEDGE MINIMUM)
- COMPLIMENTARY EXPO BOOTH AT OVERNIGHT & RIDE END EVENTS
- COMPANY LOGO DISPLAYED ON LONE STAR RIDE WEB SITE WITH LINK TO COMPANY WEB SITE
- COMPANY LOGO ON RIDER & CREW T-SHIRTS
- COMPANY LOGO INCLUDED ON EVENT BANNER AT OPENING AND CLOSING CEREMONIES
- INVITATIONS TO ALL EVENT PARTIES
- OPPORTUNITY TO PROVIDE SAMPLING IN CYCLIST GOODY BAG
- FULL COLOR AD ON BACK COVER OF *SOUVENIR RIDE GUIDE* (8.5” x 11” MAGAZINE FORMAT)



PRESENTED BY PRIDE PHARMACY  
TAKE THE PRIDE CHALLENGE  
[WWW.PRIDEPHARMACYUSA.COM](http://WWW.PRIDEPHARMACYUSA.COM)



E-RACING STIGMA



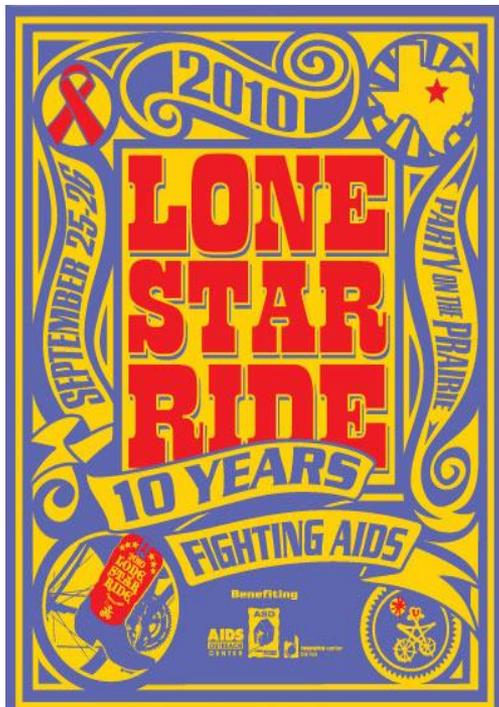
# THE PRIDE CHALLENGE

## “THE PRIDE CHALLENGE”

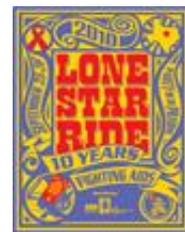
PROMOTING THE SPONSORSHIP MATCHING GRANT

### ENHANCED BENEFITS FOR PRIDE CHALLENGE GRANT

- ALL PARTICIPANTS ENCOURAGED TO MAKE ADDITIONAL ASK IN THEIR FUNDRAISING APPEALS
  - ASK SPONSORS TO MAKE ADDITIONAL \$5 OR \$10 TO THE POSITIVE PEDALER TEAM (E-RACING STIGMA) TO HELP THEM MEET THE PRIDE CHALLENGE SO LONE STAR RIDE WILL RECEIVE THE FULL \$15,000 IN MATCHING FUNDS.
- ALL EMAILED RECEIPTS TO DONORS TO INCLUDE A BOUNCE BACK MESSAGE ASKING DONORS TO CONSIDER AN ADDITIONAL CONTRIBUTION TO THE POSITIVE PEDALER TEAM (E-RACING STIGMA) TO HELP LSR GET THE FULL \$15,000 MATCHING GRANT.
- CALL TO ACTION TO “**TAKE THE PRIDE CHALLENGE**” INCLUDED ON ALL COLLATERAL AND ADVERTISING WITH PRIDE PHARMACY WEB ADDRESS FOR LANDING PAGE THAT EXPLAINS THE CHALLENGE GRANT.
- **PRIDE CHALLENGE** CALL TO ACTION INCLUDED ON LSR’S “**BOUNDLESS FUNDRAISING**” FACEBOOK BADGE.
- LSR TO ESTABLISH FACEBOOK FAN PAGE EXPLAINING THE PRIDE CHALLENGE GRANT PROGRAM
- LSR TO ISSUE PRESS RELEASES ABOUT PRIDE CHALLENGE GRANT PROGRAM TO MAXIMIZE MEDIA EXPOSURE FOR PRIDE PHARMACY AND LONE STAR RIDE.



PRESENTED BY PRIDE PHARMACY  
TAKE THE PRIDE CHALLENGE  
[WWW.PRIDEPHARMACYUSA.COM/CHALLENGE](http://WWW.PRIDEPHARMACYUSA.COM/CHALLENGE)



# SPONSORSHIP DECISION TIMING

## “THE PRIDE CHALLENGE”

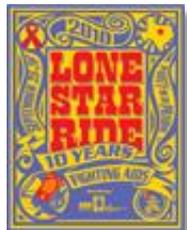
**SOME EVENT COLLATERAL ITEMS ALREADY IN PROGRESS WILL REQUIRE REDESIGN IN ORDER TO PROVIDE PRIDE PHARMACY WITH ALL THE BENEFITS ACCORDED TO THE PRESENTING SPONSOR**

- EVENT POSTER – ALREADY PRINTING (WILL NEED TO REPRINT)
- 2010 LONE STAR RIDE JERSEY – CURRENT DELIVERY DATE IS JUNE 26.  
WILL NEED TO POSTPONE PRODUCTION AND REDESIGN JERSEY TO ADD PRIDE PHARMACY LOGO.
- BOUNDLESS FUNDRAISING FACEBOOK BADGE – SIGNING CONTRACT WEEK OF MAY 16. BADGE DESIGN COMPLETION SHOULD BE WEEK OF MAY 31

IN ORDER TO PROVIDE PRIDE PHARMACY WITH FULL BENEFITS OF LOGO PLACEMENT ON ITEMS ABOVE, A DECISION AND SIGNED COMMITMENT WOULD NEED TO BE RECEIVED BY MONDAY, MAY 24.



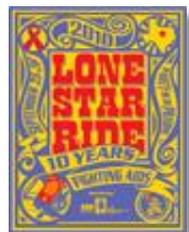
E-RACING STIGMA



# LSR ADVERTISING PLAN

## REMAINING ADVERTISING INSERTIONS FOR 2010

VEHICLE	AD SIZE	EVENT/ MESSAGE	PUBLICATION DATE
DALLAS VOICE	FULL PAGE – 4/C	MEMORIAL DAY EDITION/RECRUITMENT	MAY 28
DALLAS VOICE	FULL PAGE – 4/C	NATIONAL PRIDE EDITION/RECRUITMENT	JUNE 18
DALLAS VOICE	FULL PAGE – 4/C	JULY 4 <sup>TH</sup> WEEKEND/RECRUITMENT	JULY 2
DALLAS VOICE	1/2 PAGE – 4/C	JULY 4 <sup>TH</sup> WEEKEND CASINO NIGHT – TABLE SPONSOR/TICKET SALES	JULY 2
DALLAS VOICE	1/2 PAGE – 4/C	CASINO NIGHT – TABLE SPONSOR/TICKET SALES	JULY 9
DALLAS VOICE	BANNER – E-BLAST	CASINO NIGHT – TABLE SPONSOR/TICKET SALES	JULY 9
DALLAS VOICE	1/2 PAGE – 4/C	CASINO NIGHT – TICKET SALES	JULY 16
DALLAS VOICE	DEDICATED E-BLAST	CASINO NIGHT – TICKET SALES	JULY 16
DALLAS VOICE	FULL PAGE – 4/C	RIDE/CREW/SPONSOR	AUGUST 6
DALLAS VOICE	FULL PAGE – 4/C	RIDE/CREW/SPONSOR	AUGUST 20
DALLAS VOICE	FULL PAGE – 4/C	LABOR DAY EDITION - RIDE/CREW/SPONSOR	SEPTEMBER 3
DALLAS VOICE	FULL PAGE – 4/C	DALLAS PRIDE EDITION – FINAL WEEK/LAST CHANCE TO REGISTER	SEPTEMBER 17
DALLAS VOICE	BANNER – E-BLAST	DALLAS PRIDE EDITION – FINAL WEEK/LAST CHANCE TO REGISTER	SEPTEMBER 17
DALLAS VOICE	FULL PAGE – 4/C	HALLOWEEN EDITION – WRAP PARTY/DISTRIBUTION	OCTOBER 22
DALLAS VOICE	1/2 PAGE – 4/C	WORLD AIDS DAY EDITION – WORLD AIDS DAY EVENT – DONATION APPEAL	NOVEMBER 26



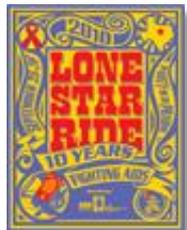
# LSR ADVERTISING PLAN

## REMAINING ADVERTISING INSERTIONS FOR 2010

VEHICLE	AD SIZE	EVENT/ MESSAGE	PUBLICATION DATE
THE RACING POST	1/2 PAGE – 4/C	RIDE/CREW/SPONSOR	JULY 1
THE RACING POST	1/2 PAGE – 4/C	RIDE/CREW/SPONSOR	AUGUST 1
THE PACELINE	1/2 PAGE – B/W	RIDE/CREW/SPONSOR	JULY 1
THE PACELINE	1/2 PAGE – B/W	RIDE/CREW/SPONSOR	AUGUST 1



E-RACING STIGMA



# THE PRIDE CHALLENGE

QUESTIONS?



E-RACING STIGMA

