

**OVER 50% OF ALL NEW HIV INFECTIONS ARE  
AMONG TEENS, ADOLESCENTS AND YOUNG ADULTS  
UNDER AGE 24.**

**That's 65,000 new HIV infections every year!  
Half don't even know they are living with HIV**



**THE ONLY ONE-DAY  
AIDS WALK FUNDRAISER  
FOR SOUTH LOS ANGELES  
COUNTY HIV/AIDS AGENCIES**

**NOW THAT YOU KNOW,  
WHAT WILL YOU DO?**

**Corporate Partners Sponsor Packet**



# CORPORATE SPONSORSHIP BENEFITS

22nd ANNUAL AIDS WALK LONG BEACH

5K Walk/Pet Walk & 5K/10K Red Ribbon Run

Saturday, June 5, 2010

## What does sponsoring AIDS Walk Long Beach mean to you and the community?

The HIV pandemic continues to spread and threaten more lives, sources of support have been stretched thinner than ever with State and County funding cutbacks. That's \$196,000,000.00 in state cutbacks just this year alone!

AIDS Walk Long Beach is dedicated to helping bridge the funding gap for local HIV/AIDS agencies.



Let the community know you are a good community partner and join thousands of AIDS Walk participants to help raise funds and awareness for individuals and families in Long Beach living with HIV/AIDS.

## PRESENTING TITLE SPONSOR — \$20,000\* (with naming rights)

- Logo featured prominently with event title as "AIDS Walk presented by..." every time AIDS Walk Long Beach 2010 is mentioned.
- Logo included on all campaign materials, stage banners, AIDS Walk T-shirts, fundraising awards, direct mail, emails and in select PSA's, press releases and print ads.
- Opportunity to advertise your sponsorship (with ad approval) and to contribute quotations from company executives in press release. Also include coverage & listing in our Annual Report.
- Premier 10'x30' exhibitor booth near the stage at AWLB Festival.
- Free 2 of 3 sponsor's shared booth at Long Beach Pride (100,000+ attendance over 2 days).
- Opportunity to address the audience at opening ceremonies along with an on-stage introduction.
- Banner on stage, start & finish lines and on route.
- Logo and links to company website from AIDS Walk website and 3 additional Foundation websites.
- Invitation to Heroes Club Breakfast on day of event.
- Invitation to have logo listed as host of Post Walk Red Ribbon Gala Reception.
- Walk/Run participant registration fees covered for entire company.

## GRAND SPONSOR — \$10,000\*

- Logo included on all campaign materials, stage banners, AIDS Walk T-shirts, , fundraising awards, direct mail, and email.
- Mention in select, press releases and print ads. Listing and coverage in our Annual Report.
- Complimentary 10'x20' exhibitor booth at AWLB Festival.
- Introduction from on stage at AIDS Walk.
- Banner on stage, start & finish lines and and on route.
- Link to company website from AIDS Walk website.
- Invitation to Heroes Club Breakfast Breakfast on day of event.
- Invitation to and logo listed as host of Post Walk Red Ribbon Gala Reception.
- Walk/Run participant registration fees covered for entire company.

## PRINCIPAL SPONSOR — \$5,000 \*

- Logo included on all campaign materials, stage banners, AIDS Walk T-shirts, fundraising awards, direct mail, and email
- Complimentary 10'x10' exhibitor booth at AWLB Festival.
- Introduction from on stage at AIDS Walk Long Beach.
- Banner on route.
- Link to company website from AIDS Walk website.
- Invitation to Heroes Club Breakfast on day of event.
- Invitation to and logo listed as host of Post Walk Red Ribbon Gala Reception.
- Listing in Annual Report.



**To become a corporate partner of AIDS Walk Long Beach 2010, please contact:**

Garry Bowie,  
AIDS Walk & Run

**Mail:** AIDS Walk Long Beach  
2630 E 4<sup>th</sup> Street  
Long Beach, CA 90814

**Phone:** (562) 987-5200

**Fax:** (562) 987- 5201

**Email:**  
garry.bowie@lbaidfoundation.org

### MAJOR SPONSOR — \$2,500

- Name included on stage banners, fundraising awards, direct mail and email.
- Complimentary 10'x10' exhibitor booth at AWLB Festival.
- Introduction from off stage at AIDS Walk.
- Banner on route.
- Invitation to Heroes Club Breakfast on day of event.
- Invitation to Post Walk Red Ribbon Gala Reception.
- Listing in Annual Report.

### EVENT SPONSOR — \$1,500

- Name included on all campaign materials, stage banners, and email.
- Complimentary 10'x10' exhibitor booth at AWSD Festival.
- Name in select print advertising.
- Banner on route.
- Introduction from off stage at AIDS Walk.
- Invitation to Post Walk Red Ribbon Gala Reception.
- Listing in The Center's Annual Report.

### FRIEND OF THE WALK — \$1,000

- Name included on all direct mail and email.
- Complimentary 10'x10' exhibitor booth at AWLB Festival.
- Invitation to Post Walk Red Ribbon Gala Reception.
- Listing in Annual Report.

### IN KIND SPONSOR

- AIDS Walk Long Beach values and welcomes the contributions of our in-kind sponsors. We offer sponsor recognition proportionate to the estimated value of the in-kind contribution. Please contact us for details on our need for various in-kind donations.

### MEDIA SPONSOR

- AIDS Walk Long Beach is excited to partner with media outlets to promote AIDS Walk. We offer sponsor recognition proportionate to the estimated value of the media sponsorship.



#### Did you know?

Today's advances in cancer, diabetes, childhood diseases, Alzheimer and other life threatening illness have come from the science of combating HIV and AIDS.

**Now that you know, what will you do?**

## HIV/AIDS in the South L.A. County areas of Long Beach & the South Bay

Long Beach ranks #2 in the state on HIV incidence rates per capita.

Rate is twice that of all of Los Angeles County combined.

Over half of all new HIV infections occur among those ages, 15 to 24. Of those half are even aware they are even infected.

Every 9 ½ minutes, someone in the U.S. is infected with HIV.

# AIDS WALK LONG BEACH 2010 FACT SHEET



## HISTORY

AIDS Walk Long Beach began service in 1988. AIDS Walk Long Beach has funded over 34 agencies in the 21 years of service to the community. AWLB has been able to increase the impact of the dollars raised at the event through independent community member review of grant requests from beneficiary agencies. Funds from the Walk are combined with donations from other philanthropists and foundations to qualify for matching funds.

## PURPOSE

To build community awareness, involvement and raise funds for agencies that serve clients in the impacted Area of Long Beach and the South Bay. Funds raised provide essential services – food, shelter, healthcare, counseling and transportation assistance to the man thousands of men, women and children battling HIV/AIDS in the South Los Angeles County areas of Long Beach and the South Bay. AIDS Walk Long Beach also serves as an important vehicle for HIV prevention education, especially among the area's youth.

## PROGRAM

AIDS Walk Long Beach is the areas largest and only one-day HIV/AIDS fundraiser serving all the agencies in our community..The annual event consists of a 5K (3.1 mile) Walk, Pet Walk, 5K Red Ribbon Run and a 10K (6.2 mile) Run. This year's festival grounds features free HIV screening or referral, an AIDS Remembrance Garden, Health and Wellness vendor exhibits, pet vendors, other exhibitors and a stage with live musical entertainment, cheerleaders, a live DJ, local elected officials and pre-walk warm up by personal trainers. The event grounds will also feature booths from our funding recipients and our corporate sponsors.

## PARTNERSHIPS

The Long Beach AIDS Foundation assumed the program of AIDS Walk Long Beach in 2005 after separation from The Center Long Beach. In partnership with the Long Beach and the South Bay collaborative service providers, dozens of agencies — serving thousands of clients — rely on funds raised at the annual Walk to help provide essential prevention and care programs to thousands of men, women and children living with HIV/AIDS. More than 100 leading businesses and community partners join the Long Beach AIDS Foundation to make AIDS Walk possible.

## COMMUNITY IMPACT

Since 1989, AIDS Walk Long Beach has raised more than \$2.4 million. In 2009, \$120,000 was distributed to more than 13 community-based HIV/AIDS service organizations and programs, serving the thousands of men, women and children affected by HIV/AIDS in the South Los Angeles County area also known as Service Planning Area 8 (SPA 8).

## CONTACT

For information about AIDS Walk Long Beach sponsorship opportunities, please contact Garry Bowie at 562) 987-5200 or via email at [garry.bowie@lbaidsfoundation.org](mailto:garry.bowie@lbaidsfoundation.org).

[www.aidswalklb.org](http://www.aidswalklb.org)



**LONG BEACH AIDS  
FOUNDATION**

**Why should your firm become a  
Corporate Partner Sponsor?**

**Attract loyal cause savvy customers.**

**Expand your media exposure.**

**Strengthen your brand image.**

**Demonstrate your dedication  
to the community.**

**Support a great cause.**

**Can a volunteer-driven Health & Human  
Services organization make a significant impact  
in your community? We have in amazing ways!**

**Project: Red Paint** is an annual HIV awareness through art in collaboration with the Long Beach Unified School District, Los Angeles Unified School District, Cal. State Long Beach, the Arts Council of Long Beach, the arts community and other community based organizations (CBO's). Through generous participation of volunteers and corporate sponsors, this community wide campaign provided youth and adolescent HIV/AIDS awareness by using art as a conduit to create dialogue.

**World AIDS Day** held annually on December 1<sup>st</sup> is a day to reflect on HIV awareness. The Foundation uses this day as a "teaching moment" by reaching those most at-risk for HIV, youth and adolescents. Our program includes interactive art, music, health provider booths, theatre and multi-media to teach HIV prevention and education. Our unique program receives tremendous media and press coverage for its uniqueness unequalled by any other World AIDS Day program in Southern California.

# 2010 AIDS Walk & Run Sponsorship Reservation Confirmation Form

AIDS Walk & Run is a fundraising program of the Long Beach AIDS Foundation, a 501(c)3 nonprofit corporation. Tax ID: 73-1725472.

**Yes, we are proud to sponsor AIDS Walk & Run Long Beach for 2010!**

To be included in all printed materials, please fax confirmation form to 562-987-5201 by March 1, 2010.

No, we cannot sponsor at this time but would like to make a financial contribution of \$\_\_\_\_\_.

## Sponsorship Level

- |   |  |
|---|--|
| <input type="radio"/> \$20,000 Presenting Sponsor | <input type="radio"/> \$2,500 Grand Sponsor      |
| <input type="radio"/> \$10,000 Grand Sponsor      | <input type="radio"/> \$1,500 Major Sponsor      |
| <input type="radio"/> \$ 5,000 Principal Sponsor  | <input type="radio"/> \$1,000 Friend of The Walk |



## Company Information

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Website



## Payment Options (please check one)

- Check:** Please make checks payable to: AIDS Walk Long Beach, 2630 E 4<sup>th</sup> Street, Long Beach, CA 90814.
- Credit Card:** Please fax form with credit card information to 562) 987-5201 no later than March 30, 2010.

American Express      Visa      Master Card      Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name as it appears on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

- Invoice:** Please send me an invoice to the address above. Payment will be sent later.
- Yes, I would like to receive sponsorship information for The Red Ribbon Affair Gala.**

For more information, please contact Garry Bowie at 562.987.5200 or via email at [garry.bowie@lbaidfoundation.org](mailto:garry.bowie@lbaidfoundation.org)