



Dear Partner:

Join us as we celebrate the 7th year of **AIDS Walk South Dallas!** This event will be held on **Saturday, March 25, 2017** and funds raised will support the programs and services of AIDS Walk South Dallas, Inc. whose mission is to empower persons infected and affected by HIV/AIDS with emphasis on African-American MSM's, through prevention, advocacy, education, peer support and emergency financial assistance. Our walk headquarters is the historical Martin Luther King Jr. Community Center located at 2922 Martin Luther King Jr. Boulevard in Dallas. This will be a 5k walk/run and at the conclusion, there will be entertainment and other various activities for adults and children alike.

AIDS Walk Dallas, Inc., a 501(c)(3) nonprofit organization was founded in 2009 and the mission is to empower persons infected and affected by HIV/AIDS with an emphasis on African-American MSM's (Men Who Have Sex with Men), through prevention, advocacy, education, peer support and emergency financial assistance.

It has been more than 30 years since the first cases of AIDS were reported in the United States HIV is still a reality for more than a million Americans. Nearly 1 in 5 people are living with HIV in the United States and unaware of their status. Dallas County has the highest rate of new HIV infections in Texas, and one of the highest in the U.S. and sadly highly concentrated among ages 13-24. "Curious what it means to live with HIV? From 01/01/16 to 06/01/16, the cost of my prescription medicine totaled \$25,183.58. Someone's annual salary! Imagine those without any resources", said Chair Auntjuan Wiley.

For the 7th year in a row, we are so thrilled to continue this event in South Dallas which holds one of the highest morbidity zip codes in Dallas County and where we are continuing to make a phenomenal positive impact with over 200 registered walkers and over 500 attendees. This year's theme "**Engage, Educate, Empower**" extends the mission which is to inspire, educate and galvanize the community of South Dallas and surrounding areas to continue to curb the spread of HIV/AIDS and assist those impacted. We want you, your company or organization to be a part of this exciting event and hope that you will consider participating as a sponsor for **AIDS Walk South Dallas 2017**.

AIDS Walk South Dallas will offer a variety of groups, nonprofits and businesses an amazing opportunity to make a difference and get your message out to the people that live and work in the Dallas area and abroad that are infected or impacted by HIV/AIDS. As you will notice in your Sponsorship Package, our donation levels are extremely competitive and affordable compared to other events of this magnitude. There are also opportunities for individual walkers as well as teams. And of course we can never have too many volunteers! Walk Registration Forms and Volunteer Applications are available upon your request.

Please review and complete the enclosed Sponsorship/Vendor Commitment Form and return as soon as possible.

For more information or any questions that you might have concerning the walk or sponsorship opportunities, please feel free to contact me at **(469) 410-3755** or by email at a.wiley@aidswalksouthdallas.com. Thank you in advance for your support and participation.

Until There's A Cure,

Auntjuan M. Wiley, Chair
AIDS Walk South Dallas

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Facebook: www.facebook.com/AIDSWalkSouthDallas
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AIDS WALK South Dallas 2017
Saturday, March 25, 2017
Martin Luther King Jr. Community Center

Goal: To inspire, rally, and galvanize the community of South Dallas and surrounding areas to continue to curb the spread of HIV/AIDS and aid those in need.

Sponsorship Levels

CORPORATE TITLE SPONSOR \$20,000

- Exclusive sponsorship of the walk
- Logo/name prominently displayed on event T-shirt and website
- Logo/name on all walk information before and during the walk
- Logo/name and link on AWSD website
- Recognition in all media and advertising before and during the walk
- Logo/name displayed on all pre-walk events promotional items and special recognition at all pre-walk events
- Opening ceremony speaking opportunity
- Promotional materials distributed before and during the walk
- Promotional materials you provide in walk packet given to all participants
- Vendor table provided to display promotional materials, information and signage
- Special recognition in all social media promotions
- Special recognition on In The Community with Mr. Community Radio Show
- Interview and business spotlight on In The Community with Mr. Community Radio Show
- Commercial creation up to 30 seconds on In The Community with Mr. Community Radio Show
- 1 Live Commercial x 120 Commercial Spots on In The Community with Mr. Community Radio Show
- 1 month of banner advertisement on In The Community with Mr. Community Fan Page

INDIVIDUAL TITLE SPONSOR \$10,000

- Logo/name prominently displayed on event T-shirt and website
- Logo/name on all walk information before and during the walk
- Logo/name and link on AWSD website
- Recognition in all media and advertising before and during the walk
- Logo/name displayed on all pre-walk events promotional items and special recognition at all pre-walk events
- Opening ceremony speaking opportunity
- Promotional materials distributed before and during the walk
- Promotional materials you provide in walk packet given to all participants
- Vendor table provided to display promotional materials, information and signage
- Special recognition in all social media promotions
- Special recognition on In The Community with Mr. Community Radio Show
- Interview and spotlight on In The Community with Mr. Community Radio Show

GOLD SPONSOR \$7,500

- Company logo prominently displayed on event T-shirt
- Company name and logo on select walk information before and during the walk
- Company logo and link on AWSD website
- Opening ceremony speaking opportunity
- Recognition in all media and advertising before and during the walk
- Promotional materials you provide in walk packet given to all participants
- Vendor table provided to display promotional materials, information and signage
- Recognition in all social media promotions
- Recognition on In The Community with Mr. Community Radio Show

SILVER SPONSOR \$5,000

- Company logo displayed on event T-shirt
- Company name and logo on select walk information
- Company logo and link on AWSD website
- Vendor table provided to display promotional materials, information and signage
- Recognition in select media and advertising before and during the walk
- Promotional materials you provide in walk packet given to all participants

BRONZE SPONSOR \$2,500

- Company logo displayed on event T-shirt
- Company name and logo on select walk information
- Company logo and link on AWSD website
- Vendor table provided to display promotional materials, information and signage
- Promotional materials you provide in walk packet given to all participants

ADDITIONAL SPONSORSHIP OPPORTUNITIES

WATER STATION SPONSOR \$1,000 (5)

- Name of Company displayed on event T-shirt
- Opportunity to display your corporate signage at one route water station
- Company logo and link on AWSD website
- Promotional materials you provide in walk packet given to all participants

STARTING LINE SPONSOR \$500.00

- Name of Company displayed on event T-shirt
- Opportunity to display your corporate signage at Starting Line
- Vendor table provided to display promotional materials, information and signage
- Promotional materials you provide in walk packet given to all participants

FINISH LINE SPONSOR \$500.00

- Name of Company displayed on event T-shirt
- Opportunity to display your corporate signage at Finish Line
- Vendor table provided to display promotional materials, information and signage
- Promotional materials you provide in walk packet given to all participants

REGISTRATION SPONSOR \$500.00

- Name of Company displayed on event T-shirt
- Opportunity to display your corporate signage at Registration
- Promotional materials you provide in walk packet given to all participants

IN-KIND DONATIONS

We understand that some businesses are not able to make a cash donation of \$500.00 but would still like to support AIDS Walk South Dallas. Another way to help is by donating a product or service. For example a gift certificate could be auctioned off, included in a drawing, given as a prize to top fundraisers or given as a reward for our outstanding volunteers. All In-Kind donors will be recognized when the donation is presented and the business may receive a tax deduction equal to the value of the donation. If your in-kind donation is worth \$500.00 or more, you may be eligible for sponsorship benefits equal to the value of your donation. Contact us to find out more about possibly trading a donation for sponsorship. We sincerely appreciate our in-kind sponsors who allow us to contain expenses ensuring more funds are allocated for direct client services.



AIDS WALK SOUTH DALLAS 2017
Sponsorship Commitment Form
Saturday, March 25, 2017

As a sponsor of AIDS Walk South Dallas, we want you to take advantage of every marketing opportunity available, so we do ask that all sponsorship commitments be fulfilled as soon as possible.

AIDS Walk South Dallas, Inc. is a 501(c)(3) nonprofit organization. All donations are tax-deductible.

Name of Company: _____

Address: _____

Contact: _____

Phone: _____ Fax: _____ Email: _____

Please circle one of the following sponsorship levels:

TITLE SPONSOR

GOLD SPONSOR

SILVER SPONSOR

BRONZE SPONSOR

WATER STATION SPONSOR

STARTING LINE SPONSOR

FINISH LINE SPONSOR

REGISTRATION SPONSOR

In-Kind Donation (please indicate donation and value)

Please print company name exactly as you wish it to appear in all publications.

X _____
Authorized sponsor signature

Enclosed is my check for \$ _____

Make all checks payable to AIDS Walk South Dallas

Please mail or fax completed form to (866) 388-0757
You can also pay by credit/debit card by calling (469) 410-3755

Auntjuan M. Wiley, Event Chair
AIDS Walk South Dallas
701 Commerce Street, Suite 718
Dallas, Texas 75202

For more information or questions regarding **AIDS Walk South Dallas**, please contact Auntjuan M. Wiley, Event Chair at (469) 410-3755 or email a.wiley@aidswalksouthdallas.com

THANKS FOR YOUR SUPPORT!