



**2019 SPONSORSHIP OPPORTUNITIES**





# HELP SAVE LIVES.

Several of New Jersey's leading AIDS Service Organizations have unified their efforts to produce a single state-wide awareness and fundraising event on the first Sunday in May. On this one day, in five separate locations, thousands of people will walk in solidarity throughout the state of New Jersey to support people living with HIV/AIDS. This coordinated effort is designed to raise awareness that AIDS is still a major healthcare issue in our state, as well as raise funds to help support the efforts of the participating HIV/AIDS Service Organizations.

With more than 37,000 people currently living with HIV/AIDS in New Jersey, we are in the top 10 for the highest rate of reported cases of HIV infection in the United States. Although people living with HIV/AIDS often face acts of prejudice and discrimination, AIDS is an equal opportunity virus. The "at risk" populations include all races, religions, sexual orientations, age groups and socio-economic classes.

Please join us in supporting these agencies and make a significant contribution to the fight against HIV/AIDS. Your partnership will help in the struggle to end AIDS in our communities. We welcome the chance to meet with you to discuss involvement in this year's event. The levels of sponsorship are outlined in the enclosed packet. Additionally, we welcome corporate teams of walkers and/or volunteers. Won't you please help us make a difference in the lives of people living with HIV/AIDS in our communities?

Sincerely,

*Carol Harney*

Carol Harney  
Director, South Jersey AIDS Alliance.







## WHO WE ARE.

The collaborating organizations of the New Jersey AIDS Walk are Buddies of New Jersey, New Jersey AIDS Services (NJAS), North Jersey Community Research Initiative (NJCRI), South Jersey AIDS Alliance, and The Center in Asbury Park. These dedicated AIDS Service Organizations have been offering programs since the beginning of the epidemic and today care for the health and well-being of thousands of individuals living with the disease and help them live a better quality of life.

-  **RIDGEWOOD**
-  **MORRISTOWN**
-  **NEWARK**
-  **ATLANTIC CITY**
-  **ASBURY PARK**

## SERVICES PROVIDED SPAN:

HIV TESTING/HEALTH SCREENINGS  
TREATMENT  
BEHAVIORAL HEALTH  
JOB EDUCATION AND PLACEMENT  
PREVENTION, EDUCATION & OUTREACH  
MEDICAL TRANSPORTATION  
FOOD PANTRY/MEALS  
NUTRITIONAL COUNSELING  
HOUSING  
HOMELESS DROP IN CENTER





## PAYING IT FORWARD

Supporting the New Jersey AIDS Walk is an incredible opportunity for your business to invest in the community while helping raise awareness and much needed funds for the fight against HIV/AIDS in New Jersey.

### CONSIDER THESE POWERFUL REASONS FOR SPONSORSHIP:

#### HIGHLY TARGETED MARKETING

This event draws an audience with a philanthropic mindset that would more likely support corporations that stand behind causes they believe in.

#### MEDIA EXPOSURE

Sponsors get the benefit of their brand being showcased throughout the event promotion process.

#### BRAND AWARENESS & RECOGNITION

Being recognized as a sponsor with logo or name placement in a variety of places such as flyers, direct mail, web sites, email marketing and newsprint will increase your brand awareness in the community.

#### FORM NEW BUSINESS PARTNERSHIPS

Tabling opportunities on the site of an event can create new professional relationships with other sponsors, speakers and attendees.



Our sponsors enjoy tremendous exposure within the New Jersey AIDS Walk campaign, which generates hundreds of thousands of media impressions that highlight our sponsors and their support of the event and community!

### -STATEWIDE 2017 MEDIA IMPRESSIONS-





# STATEWIDE SPONSORSHIP

BENEFITS AT ALL FIVE EVENT LOCATIONS



## STATEWIDE PRESENTING SPONSOR \$100,000.00

### EXCLUSIVE BENEFIT

- Logo embedded in New Jersey AIDS Walk Logo

### PRINT BENEFITS

- Presenting Sponsor indication on all print materials
- Acknowledgment in all statewide press releases
- Logo on **all** direct statewide mail
- Logo on **all** print marketing materials

### ELECTRONIC BENEFITS

- Logo on statewide and local websites with hyperlink
- Logo on all statewide e-communications
- Advertising on **all** NJ AIDS Walk social media platforms
- Acknowledgment in all digital Public Service Announcements

### DAY OF EVENT BENEFITS

- Prominent placement of color logo on NJ AIDS Walk event program
- Full page color advertisement in the NJ AIDS Walk event program
- Prominent placement of color logo on event t-shirt
- Logo on stage banners
- Prominent placement of display booth/tables
- Exclusive honorary naming at refreshment station
- Opening ceremony speaking opportunity

# STATEWIDE PREMIER SPONSOR \$50,000.00

## PRINT BENEFITS

- Acknowledgment in all statewide press releases
- Listed on all direct statewide mail
- Listed on all print marketing materials

## ELECTRONIC BENEFITS

- Logo on statewide and local websites with hyperlink
- Logo on all statewide e-communications
- Advertising on select NJ AIDS Walk social media platforms

## DAY OF EVENT BENEFITS

- Half page color advertisement in the NJ AIDS Walk event program
- Placement of logo on event t-shirt
- Logo on stage banners
- Display booth/tables
- Honorary naming at water station on route
- Opening ceremony stage introduction







# STATEWIDE GRAND SPONSOR \$25,000.00

## PRINT BENEFITS

- Acknowledgment in select statewide press releases
- Listed on all direct statewide mail
- Listed on select print marketing materials

## ELECTRONIC BENEFITS

- Logo on statewide and local websites with hyperlink
- Logo on select statewide e-communications
- Advertising on select NJ AIDS Walk social media platforms

## DAY OF EVENT BENEFITS

- Half page color advertisement in the NJ AIDS Walk event program
- Placement of logo on event t-shirt
- Logo on stage banners
- Display booth/tables
- Honorary naming at water station on route
- Opening ceremony stage introduction



# STATEWIDE PRINCIPAL SPONSOR \$10,000.00

## PRINT BENEFITS

- Acknowledgment in select statewide press releases
- Listed on all direct statewide mail

## ELECTRONIC BENEFITS

- Logo on statewide and local websites with hyperlink
- Logo on select statewide e-communications
- Advertising on select NJ AIDS Walk social media platforms

## DAY OF EVENT BENEFITS

- Half color advertisement in the NJ AIDS Walk event program
- Placement of logo on event t-shirt
- Logo on stage banners
- Display booth/tables
- Honorary naming at water station on route
- Opening ceremony stage introduction





# LOCAL SPONSORSHIP

**BENEFITS AT ONE EVENT LOCATION**

**HERO SPONSOR**  
**\$5,000.00**

## **EXCLUSIVE BENEFIT**

- Logo on local give-away item at one location

## **PRINT BENEFITS**

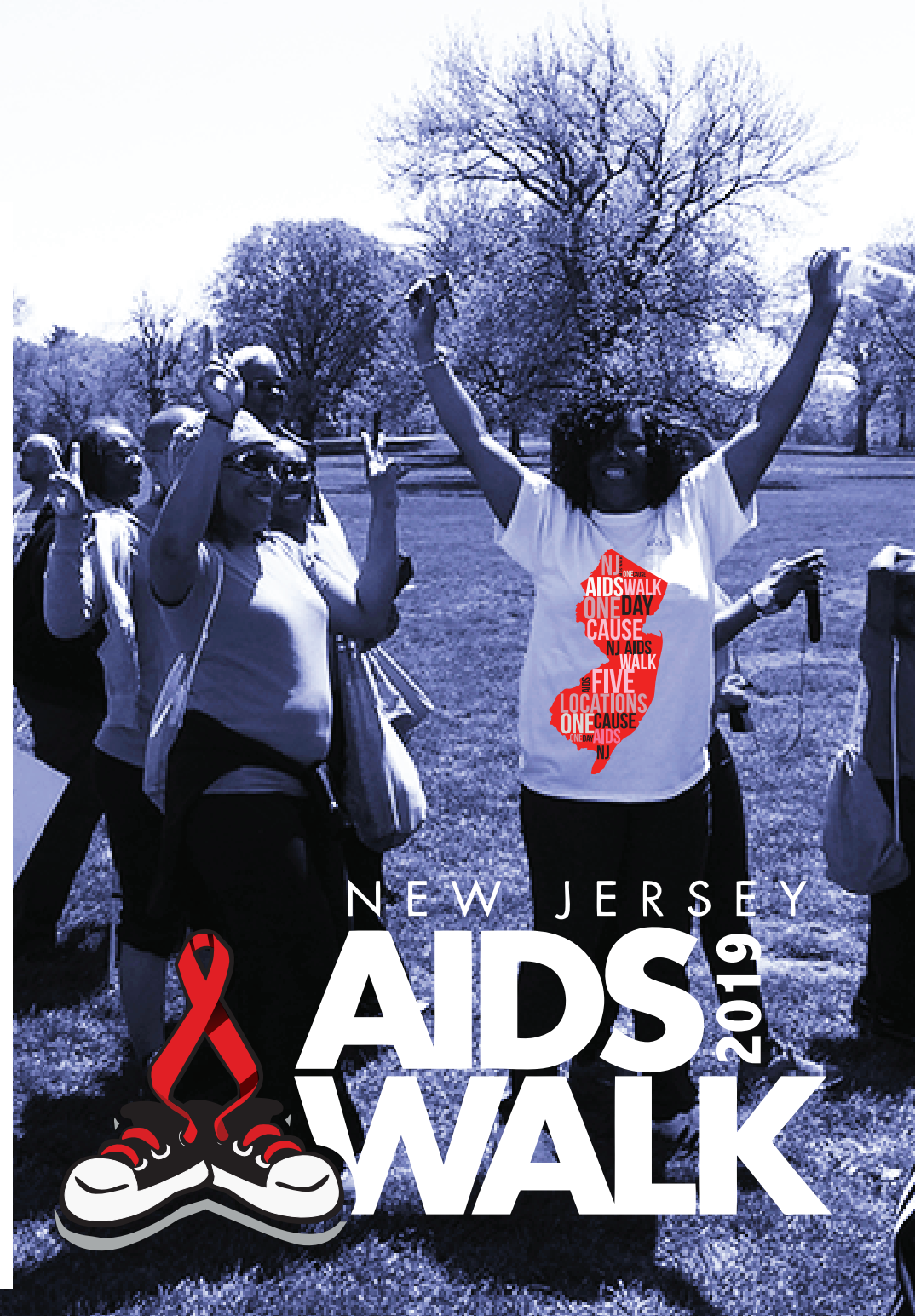
- Acknowledgment in local beneficiary press releases

## **ELECTRONIC BENEFITS**

- Logo on one local event website and beneficiary page with hyperlink
- Logo on all local beneficiary e-communications
- Advertising on local beneficiary social media platforms

## **DAY OF EVENT BENEFITS**

- 1/2 page color advertisement in one local event program
- Logo on stage banner at one location
- Display booth/table at one local event location
- Opening ceremony stage introduction at one location



**ANY REQUESTS FOR CHANGES IN LOCAL SPONSORSHIP BENEFITS MAY BE NEGOTIATED DIRECTLY WITH THE LOCAL HOST AGENCY.**

# LOCAL CHAMPION SPONSOR \$2,500.00

## PRINT BENEFITS

- Acknowledgment in local beneficiary press releases

## ELECTRONIC BENEFITS

- Logo on one local event website and beneficiary page with hyperlink
- Logo on all local beneficiary e-communications

## DAY OF EVENT BENEFITS

- 1/4 page color advertisement in one local event program
- Logo on stage banner at one location
- Display booth/table at one local event location
- Opening ceremony stage introduction at one location



# LOCAL ADVOCATE SPONSOR \$1,000.00

## ELECTRONIC BENEFITS

- Logo on one local event website and beneficiary page with hyperlink
- Listed on all local beneficiary e-communications

## DAY OF EVENT BENEFITS

- Listed in one local event program
- Logo on stage banner at one location
- Display booth/table at one local event location
- Opening ceremony stage acknowledgment at one location

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# LOCAL SUPPORT SPONSOR \$500.00

## DAY OF EVENT BENEFITS

- Listed in one local event program
- Display space at one local event location
- Opening ceremony stage acknowledgment at one location



# LOCAL FRIEND SPONSOR \$250.00

## DAY OF EVENT BENEFITS

- Display space at one local event location



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HELP SAVE LIVES.

ONE DAY  
ONE CAUSE  
FIVE LOCATIONS

NEW JERSEY



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



Buddies of NJ, Inc.



NEW JERSEY AIDS SERVICES



The Center for AIDS Prevention & Services