

March 11, 2022

Dear Friend:

Alliance of AIDS Services – Carolina (Alliance), is one of the oldest AIDS Service Organizations (ASO) in North Carolina and the leading community-based HIV prevention, care, and support service organization in the greater Triangle Region. For more than 30-years, Alliance has provided compassionate and nonjudgmental prevention, care, and support services for the community. We've earned the community's trust and built strong partnerships with health care providers, faith communities, and human services organizations. These factors form the foundation of our work and move us closer to realizing a *community free of HIV transmission – where everyone is empowered and thriving*.

Alliance's long-standing success is largely due to the support of our donors, volunteers, community partners, and sponsors. With their support Alliance continues to provide free and accessible HIV/STI testing, prevention, and treatment services; promote statewide health policy initiatives; and support those living with and /or affected by HIV/AIDS across the Triangle. We're thankful for our supporters and deeply appreciate their support of our mission to *improve the health of communities impacted by HIV/AIDS through compassionate and non-judgmental prevention, support services, and connection to care*. We're also grateful for their financial generosity that helps to increase HIV prevention awareness, improve access to life-saving medical care, and provide vital resources such as food, hygiene products, and PPE to communities that are often overlooked.

We invite local businesses, corporations, faith communities, and civic groups to sponsor the **Annual AIDS Walk & 5K Run on Saturday, May 14th, 2022**. Sponsors will be recognized alongside some of the most notable companies, community organizations, and local businesses that support our mission and share our values. Sponsors will also gain access to hundreds of event participants and thousands of individuals that represent diverse audiences across the Triangle Region. There are several sponsorship levels to choose from and all sponsors will be acknowledged on the 5K registration and Alliance websites, our social media platforms, and at the event. Sponsors also receive complimentary registrations and t-shirts for their teams.

The **2022 AIDS WALK & 5K Run Sponsorship Packet** is enclosed for your review. Please don't hesitate to contact me by email: m.haithcoxdenis@aas-c.org or phone: 919-834-2437 ext. 1002 to learn more about the event and secure your 2022 sponsorships. Thank you in advance for your consideration and support.

Sincerely,



Melissa Haithcox-Dennis, PhD
Executive Director
Alliance of AIDS Services – Carolina



Saturday, May 14, 2022

Dorothea Dix Park
Raleigh, NC

WALK!

with Alliance & save lives

RUN!

with Alliance & stop stigma

JOIN!

**Alliance and improve the health of
communities impacted by HIV/AIDS
through prevention, support, and
connection to care**



Registration Website



The **Annual AIDS Walk & 5K Run** is the most visible and successful HIV awareness and fundraising event in the Greater Triangle Region of NC. Known for its size and inclusive environment, the AIDS Walk & 5K Run is an excellent opportunity to engage hundreds of diverse participants, build brand loyalty, highlight a new product or service, and forge new partnerships. Our extensive digital and print marketing, leading up to and on event day, provides sponsors with widespread exposure to thousands throughout the Raleigh-Durham region and NC.

Our fundraising goal for the 2022 AIDS Walk & 5K Run is **\$75,000**. It's ambitious, but attainable with support from local businesses, corporations, community partners, and our committed walkers and runners. With your support we will continue to

improve the health of communities impacted by HIV/AIDS through compassionate and non-judgmental prevention, support services, and connection to care.

Sponsorship opportunities are outlined on the next page. There are several sponsorship levels to choose from and all sponsors will be acknowledged on the 5K registration and Alliance websites, social media platforms, and at the event. Sponsors also receive complimentary registrations and t-shirts for members of their teams.

Stand with us and become a sponsor. We can prevent new HIV infections, support people living with HIV, stop stigma, and improve health access and equity for our community. Together we can realize a ***community free of HIV transmission - where everyone is empowered and thriving.***

For more information and to secure your 2022 AIDS WALK & 5K Run Sponsorship, email: Tiffany.Hickman@allianceofaids.org or call: 919-834-2437 today.



2022 SPONSORSHIP OPPORTUNITIES



	PRESENTING	PLATNIUM \$5,001-\$10,000	GOLD \$2,501-\$5,000	SILVER \$1,001-\$2,500	BRONZE \$501-\$1,000	RED RIBBON up to \$500
PUBLICITY						
Logo/Link/Name on Alliance & 5K websites	*	*	Logo	Name	Name	Name
Logo/Link/Name on 5K social posts (10K followers)	*	*	Logo	Name	Name	Name
Logo/link/Name on 5K emails (8K subscribers)	*	*	Logo	Name	Name	Name
Logo/Name on 5K printed posters, ads, & fliers	*	*	Name	Name	Name	Name
Logo/ Name on 5K thank you cards	*	*	Name	Name	Name	Name
ON-SITE RECOGNITION						
Option to speak/open 5K Program/Race	*					
Prominent color logo on 5K T-Shirts	*					
Logo on 5K Signage	*	*				
Inclusion of info/promos in 5K participant bags	*	*	*	*	*	*
Public Recognition & Acknowledgement at 5K	*	*	*	*	*	*
B/W Logo on 5K T-shirt		*	*	*	*	*
PERKS						
5K Sponsor Booth (tent, tables, chairs, & signs)	*					
5K Sponsor covered table/chairs	*	*	*	*	*	*
Complimentary 5K Registrations	20	15	12	10	5	2
Complimentary 5K T-shirts	20	15	12	10	5	2

Contact Tiffany Hickman: Tiffany.hickman@aas-c.org or 919-834-2437 for more information, to customize your sponsorship package, or to make an in-kind donation such as food, drinks, or printing.

Thank you for your support!