

Sponsorship Opportunities For

AIDSWALK & 5K RUN

ALLIANCE

ALLIANCE OF AIDS SERVICES - CAROLINA

2025

Saturday, May 31st



AIDS WALK & 5K RUN ALLIANCE 2025



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 marketing, both online and offline, leading up to and on the day of the event, provides sponsors with widespread exposure, reaching thousands of diverse audiences across the Triangle Region and North Carolina

Our fundraising goal for the 2025 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. Your support sustains the Alliance and advances our mission 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, our social media platforms, and at the event. Sponsors also receive complimentary registrations and t-shirts for their teams.

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

Email: liz.donkersloote@aas-c.org or
call: 919-834-2437 for more information and to
secure your 2025 AIDS WALK & 5K Run Sponsorship.



SPONSORSHIP OPPORTUNITIES

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE	RED RIBBON
	\$10,000+	\$5,001-\$10,000	\$2,501-\$5,000	\$1,001-\$2500	\$501-\$1,000	up to \$500
Publicity						
Logo/Link/Name on Alliance & 5K websites			Logo	Name	Name	Name
Logo/Link/Name on 5K social posts			Logo	Name	Name	Name
Logo/Link/Name on 5K emails (8K subscribers)			Logo	Name	Name	Name
Logo/Link/Name on printed 5K posters, ads & flyers			Logo	Name	Name	Name
Logo/Name on 5K thank you cards			Logo	Name	Name	Name
ON-SITE RECOGNITION						
Option to speak/open 5k event/race						
Prominent color logo on 5K T-Shirts						
Logo on 5K Signage						
Inclusion of info/promos in 5K participant bags						
Public Recognition at 5K						
B/W Logo on 5K T-shirt						
PERKS						
5K Sponsor Booth (tent, tables, chairs & Signs)						
5K Sponsor Table/Chairs						
Complimentary 5K Registrations	20	15	12	10	5	2
Complimentary 5K T-shirts	20	15	12	10	5	2

Contact Liz Donkersloot at liz.donkersloot@aa-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!