



AIDS Walk/Run  
Athens 2009

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## Stand Up to the Stigma

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### STATEMENT OF PURPOSE

On February 28, 2009 college students and community members will unite to combat the AIDS epidemic in rural Georgia. The **Second Annual AIDS Walk/Run Athens** is a campaign initiated for the community and led by students at the University of Georgia. This spring, we will expand on last year's success to promote existing networks of HIV and AIDS advocacy in rural Georgia.

In 2006, Georgia ranked eighth highest for HIV caseload in the United States with over 36,000 individuals living with HIV or AIDS. More disconcerting is the fact that **Georgia ranks fifth for the highest number of new annual AIDS diagnoses**. Every business, school, team, and individual involved in this event will enrich the quality of life and opportunities of those affected by HIV and AIDS in Georgia. Each person involved can touch a life.

**AIDS Walk/Run Athens is a 501c3 nonprofit organization** that seeks to enhance the capacities of the greater Athens communities to care for those affected by and to prevent future cases of HIV and AIDS. The goals for the annual AIDS Walk/Run are (1) to raise funds for HIV and AIDS support organizations in Northeast Georgia; (2) to increase public awareness about HIV and AIDS, the impacts of HIV and AIDS on the people in our communities, and currently available local resources; (3) to unite the larger Athens and university communities in fighting stigma, promoting prevention, and demanding positive legislation.

In March 2008, over 600 walkers and runners joined together in the First Annual AIDS Walk/Run Athens. We raised \$14,000 and donated \$12,000 directly to AIDS Athens. AIDS Athens has used these funds to enhance prevention, education, and treatment services for college-aged adults and to provide OraQuick tests free to anyone. Olivia Long, Director of AIDS Athens comments, "Our testing numbers have increased by over 24% this past year because of this new service."

The community's support of last year's walk and the resulting expansion of services offered by AIDS Athens inspire us to make this year even bigger and better! Our goals for 2009 are to attract over 1000 participants, to raise \$30,000, and to benefit more AIDS organizations throughout rural Georgia. **The funds raised at this year's AIDS Walk/Run will be donated to AIDS Athens.** AIDS Athens provides services for over 300 individuals and families affected by HIV and AIDS in ten Northeast Georgia counties.

**We need your help in the months prior to the walk.** Funds are crucial to organize the walk, promote education, and continue this tradition of advocacy in Northeast Georgia. Because AIDS Walk/Run Athens is a 501c3 nonprofit organization, **all donations are tax deductible**. Your company's contribution will help AIDS Walk/Run Athens grow into an organization that unites people across Georgia in the battle against HIV and AIDS.

Sincerely,

Sarah Alongi  
Director

Aalok Sanjanwala  
Director

# CORPORATE DONATION OPPORTUNITIES

## **⌘ Diamond Sponsorship**

**\$5,000**

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As a title sponsor, you will receive maximum recognition and publicity. The thousands of participants and community members involved in the walk will recognize your compassion and commitment to helping children and adults living with HIV and AIDS in the greater Athens area. Recognition as a title sponsor includes:

- **Title Sponsorship** – *AIDS Walk/Run Athens* supported by <your organization>,
- **Media** – name and logo will be included on relevant press releases, beginning one week after donation is received.
- **Banner** – name and logo printed on a banner displayed prominently on stage throughout the event,
- **Print Materials** – prominent advertisement in brochures distributed to all walkers and volunteers as well as in promotional materials mass distributed prior to the Walk if donation is made by January 25, 2009,
- **Presentation** – photo opportunity to present the title sponsor check on stage at the Walk,
- **T-Shirts** – name and logo printed prominently on the back of all event t-shirts, if donation is received by January 19, 2009,
- **Corporate Teams** – opportunity to organize a corporate team to represent your business at the event with a chance to win various prizes for raising the most money and organizing the largest team; you will also receive a free team photo,
- **Web** – name and logo placed prominently on the Walk website with a link to your company's website,
- **Promotional Materials** – access to distribute promotional materials at the Walk,
- **Certificate** – a certificate of appreciation acknowledging your level of contribution from the *AIDS Walk/Run Athens Committee*, which may be displayed in an office or retail location.

## **⌘ Platinum Medallion Sponsorship**

**\$2,500**

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- **Banner** – name and logo printed on a banner displayed prominently on stage throughout the event,
- **Print Materials** – prominent advertisement in brochures distributed to all walkers and volunteers as well as in promotional materials mass distributed prior to the Walk if donation is made by January 25, 2009,
- **T-Shirts** – name and logo printed prominently on the back of all event t-shirts, if donation is received by January 19, 2009,
- **Corporate Teams** – opportunity to organize a corporate team to represent your business at the event with a chance to win various prizes for raising the most money and organizing the largest team; you will also receive a free team photo,
- **Web** – name and logo placed prominently on the Walk website with a link to your

company's website,

- **Promotional Materials** – access to distribute promotional materials at the Walk,
- **Certificate** – a certificate of appreciation acknowledging your level of contribution from the *AIDS Walk/Run Athens Committee*, which may be displayed in an office or retail location.

## **⌘ Gold Sponsorship**

**\$1,000**

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**Print Materials** – logo will be included on brochures distributed to all walkers and volunteers and on promotional materials mass distributed prior to the event if donation is made by January 25, 2009,

- **T-Shirts** – name and logo printed prominently on the back of all event t-shirts, if donation is received by January 19, 2009,
- **Corporate Teams** – opportunity to organize a corporate team to represent your business at the event with a chance to win various prizes for raising the most money and organizing the largest team; you will also receive a free team photo,
- **Web** – name and logo placed on the Walk website with a link to your company's website,
- **Promotional Materials** – access to distribute promotional materials at the Walk,
- **Certificate** – a certificate of appreciation acknowledging your level of contribution from the *AIDS Walk/Run Athens Committee*, which may be displayed in an office or retail location.

## **⌘ Silver Sponsorship**

**\$500**

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- **Print Materials** – name will be included on brochures distributed to all walkers and volunteers and on promotional materials mass distributed prior to the event if donation is made by January 25, 2009,
- **T-Shirts** – name on the back of all event t-shirts if donation is received by January 19, 2009,
- **Corporate Teams** – opportunity to organize a corporate team to represent your business at the event with a chance to win various prizes for raising the most money and organizing the largest team,
- **Web** – name placed on the Walk website with a link to your company's website,
- **Promotional Materials** – access to distribute promotional materials at the Walk,
- **Certificate** – a certificate of appreciation acknowledging your level of contribution, which may be displayed in an office or retail location.

## **⌘ Bronze Sponsorship**

**\$200**

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- **Certificate** – a certificate of appreciation acknowledging your level of contribution, which may be displayed in an office or retail location,
- **Official Recognition** – official recognition as a sponsor on our full list of official sponsors, which will be accessible both at the Walk and on our website.

## **⌘ Additional Corporate Opportunities**

*For additional corporate opportunities, including corporate team sponsorship, brochure advertisements, event banners, and prize donations, please contact Sarah Alongi at 770.355.3489 or e-mail AIDSWalkRunAthens@gmail.com.*

Donations may be made online at [www.aidswalkrunathens.org](http://www.aidswalkrunathens.org) or checks may be mailed. Please make checks payable to AIDS Walk/Run Athens.

## **AIDS Walk/Run Athens 2009 Budget**

|   |                      |
|---|----------------------|
| <b>Campus Outreach</b>  |                      |
| Campus Reservations for Just Know Campaign  | \$114.45             |
| 14 Day Marquee Rental   | \$28.                |
| Tate Banner Board Rental for Week Before Walk   | \$12.84              |
| Tate Breezeway Banner Space - 2 week rental   | \$29.96              |
| Tempra Paint for Street Painting  | \$100.00             |
| Reservation for Street Painting   | \$100.00             |
| <b>Publicity</b>  |                      |
| 450 11"x17" Event Posters   | \$450.               |
| Postage for Press Kits including envelopes  | \$50.                |
| Press Kit Folders   | \$20.                |
| Event Banner  | \$150.               |
| Registration Forms and B/W Copies   | Donated by ProCopies |
| <b>Fundraising</b>  |                      |
| Clips for a Cause Reservations - Table Space, Room in Tate, Banner Space at Tate      | \$70.00              |
| Postage for Business Bulk Mailing   | \$105.               |
| <b>Permits/Insurance</b>  |                      |
| Race Course Application Fee   | \$34.99              |
| Filing for Articles of Incorporation  | \$60.                |
| Event Insurance covering 1200 participants  | \$541.84             |
| Website maintenance   | \$150.00             |
| <b>Walker Benefits</b>  |                      |
| 1000 walker t-shirts and 50 volunteer t-shirts  | \$2000.              |
| Refreshments  | To be Donated        |
| <b>Day of the Event</b>   |                      |
| Event timer/large stopwatch   | \$200.00             |
| Tate Reservation - Includes facility charge, 20 tables, 200 chairs, and A/V equipment | \$180.               |
| Supplies for Sign Making - Paint, Brushes, Staple Gun                                 | \$30.                |
| Banner Paper  | \$20.                |
| Red Cross First Aid   | \$100.               |
| Police Service Charge (10 police)   | \$500.               |
| Award Medals  | To be Donated        |
| 90 Corrugated Plastic Signs   | \$125.               |
| Jumbo Helium Tank Rental  | \$100.               |
| 750 Balloons  | \$60.                |
| Scotch tape, duct tape  | \$15.                |
| 1000 envelopes for registration   | \$75.                |
| 250-500 full color event brochures  | \$750.00             |
| <b>Total Projected Costs</b>  | <b>\$6172.08</b>     |