



AIDS WALK/RUN ATHENS 2008

STATEMENT OF PURPOSE

On March 1, 2008, college students and community members will unite to combat the AIDS epidemic in the greater Athens area. The **First Annual AIDS Walk/Run Athens** is a campaign initiated for the community and led by students at the University of Georgia. Our goal is to facilitate growth of existing traditions of HIV and AIDS advocacy and support in Northeast Georgia by starting an AIDS Walk/Run registered 5K to be held annually in Athens, Georgia.

Unfortunately, there is a widespread misconception that there is now a cure for HIV and AIDS. Although expensive treatments are available, a false sense of security helps add to this epidemic. *According to recent data, Georgia ranks as the eighth highest HIV caseload in the United States. More disconcerting is the fact that Georgia ranks fifth for the highest number of new annual AIDS diagnosis.¹ In 2006, over 36,000 people in the state of Georgia and 600 people in Northeast Georgia were living with HIV or AIDS.*

The funds raised at this year's AIDS Walk/Run will be donated to AIDS Athens, a 501c (3) nonprofit organization, that supports nearly 300 individuals and families affected by HIV and AIDS. Our AIDS Walk/Run Athens organizing team has set a fundraising goal of \$50,000 for AIDS Walk/Run Athens 2008. Enthusiastic walkers, runners, and committed sponsors will raise much of this money during the event. To accomplish our goal, **we need your help in the months prior to the walk.** Funds are crucial and your company's contribution will not only help us to reach our goal of \$50,000, but will ensure that the success of the first annual *AIDS Walk/Run Athens* in establishing a memorable tradition for the greater Athens community.

Now, we turn to you for your support. **We ask you to join our team and to help further unite and energize the greater Athens community in the fight against HIV and AIDS.**

Sincerely,

Sarah Alongi
Director

Patrick Fannon
Director

Shundra Jackson
Director

Lauren Vigil
Director

Jeff Muhleman
Fundraising

CORPORATE DONATION OPPORTUNITIES*

*Depending on levels of participation and involvement, some sponsors will receive category exclusivity. Please ask for details.

⌘ Diamond Sponsorship

\$10,000

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 for 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 placed on all media press releases and your company's contributions will be recognized during any media opportunities encountered during the Walk,
- **Banner** – name and logo printed on a banner displayed prominently on stage throughout the event and carried in front of all the walkers,
- **Print Materials** – prominent advertisement in brochures distributed to all walkers and volunteers as well as in promotional material mass distributed prior to the Walk if donation is made by January 25, 2008,
- **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,
- **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 material 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

\$5,000

- **Banner** – name and logo printed on a banner displayed prominently on stage throughout the event and carried in front of all the walkers,
- **Print Materials** – advertisement in brochures distributed to all walkers and volunteers as well as in promotional material mass distributed prior to the Walk if donation is made by January 25, 2008,
- **Presentation** – photo opportunity to present the title sponsor check on stage at the Walk,
- **T-Shirts** – logo printed on the back of all event t-shirts,
- **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 material 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

- **Print Materials** – logo will be included on brochures distributed to all walkers and volunteers and on promotional material mass distributed prior to the event if donation is made by January 25, 2008,
- **T-Shirts** – logo on the back of all event t-shirts,
- **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 material 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

- **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, 2008,
- **T-Shirts** – name on the back of all event t-shirts,
- **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 material at the Walk,
- **Certificate** – a certificate of appreciation acknowledging your level of contribution, which may be displayed in an office or retail location.

⌘ Friends in the Fight Sponsorship

\$200

- **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 Lauren Vigil at 770 639 5740, or e-mail AIDSWalkRunAthens@gmail.com.

Please make checks payable to AIDS Walk/Run Athens.

AIDS Walk/Run Athens 2008 Budget

Campus Outreach	
Campus reservations for Just Know Campaign	150.00
Letter writing campaign: stamps and envelopes	5.00
Ribbons for World AIDS Day Campus Display	50.00
14 day UGA Marquee Rental	28.00
Advertisement in Campus Newspaper	200.00
10 Day Plaza banner space	30.00
Publicity	
Pledge Forms & B/W Copies	Donated by ProCopies
1000 Tri-fold Color Brochures	800.00
600 11"x17"Color Posters	300.00
Color copies (400)	200.00
UGA Bus Advertisements	100.00
Athens City Bus Advertisements	400.00
2 4' x 5' Event Banners	170.00
Radio Station Advertisements	200.00
Advertisement in Local Newspaper	300.00
Fundraising	
Corporate Packets	Donated by ProCopies
Postage: 2000 Corporate Packets, 100 Press Kits, 400 educational Packets	450.00
Permits/Insurance	
Event Insurance	500.00
Road Closing Application	30.00
Walker Benefits	
500 t-shirts	1500.00
Refreshments	To be donated
Day of the Event	
Venue Rental	25.00
200 Chairs	80.00
40 tables	100.00
Tents for water/ first-aid	400.00
Table cloths (round)	50.00
12 8' x 6' stage units	72.00
AV cart	3.00
Rental fees for 5 Extension cords	15.00
Helium tank and Decorations	180.00
Police service charge	100.00
Port-a-potties	200.00

Miscellaneous	362.00
Total	7000.00

ⁱ Thurman, S. (December 3, 2007). "A sharper approach to fighting AIDS." Retrieved from www.ajc.com.