

**AIDS
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SEPTEMBER 8, 2018

A MESSAGE FROM OUR EXECUTIVE DIRECTOR
TYLER TERMEER

For over 30 years the city's finest have gathered to celebrate life, reduce HIV stigma, and remember those lost to HIV at the Portland AIDS Walk. Cascade AIDS Project has always led this event, the largest and most visible AIDS fundraising even in the Pacific Northwest. The 2.5 mile walk through downtown Portland draws over 3,000 participants each year. Through our community's support, AIDS Walk Portland raises \$400,000 to support the HIV/AIDS work of CAP and our community partners.

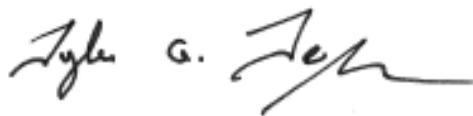
An estimated 1.1 million American currently live with HIV, with one in seven not knowing they carry the virus. In Oregon over 7,000 individuals are HIV-positive, with over nearly 70% of them living in the Portland metropolitan area. We walk AIDS Walk Portland for these individuals and their affected families and friends.

This year AIDS Walk Portland is introducing a village of local LGBTQ and HIV positive local artisans at Fields Park to showcase their talents as well as pay homage to the many artists lost to the AIDS crisis over the years.

Sponsoring AIDS Walk Portland at any level enables your organization to reach many thousands of participants through the Walk and our large Walk marketing campaign. It will also ally you with a vitally important cause charged with power, energy and diversity.

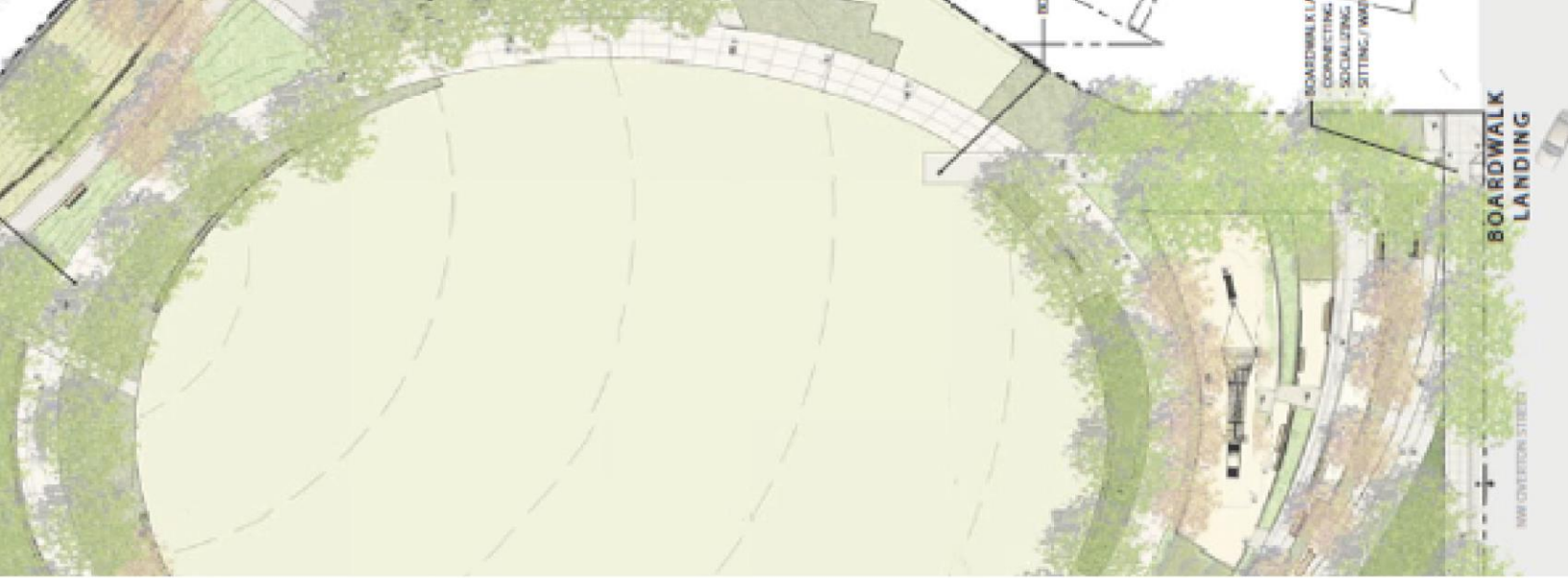
We invite you to join us.

Sincerely,



Tyler TerMeer
Executive Director





AIDS WALK PORTLAND EVENT SUMMARY

SEPTEMBER 8, 2018
10:00AM-3:00PM

THE FIELDS PARK
1099 NW OVERTON ST, PORTLAND, OR 97209

OVER 3,000 ATTENDEES

WAYS TO GET INVOLVED

- 1) SIGN UP AS A WALKER / CREATE A TEAM
LOOKING TO ENGAGE EMPLOYEES WITH TEAM BUILDING? CREATE A TEAM AND CHALLENGE EVERYONE TO RAISE FUNDS. THE ACTUAL DAY IS FULL OF FUN ACTIVITIES AND OPPORTUNITIES TO CONNECT.
- 2) HOST A FUNDRAISER
HAVE A BIRTHDAY? WANNA HOST A BINGO NIGHT? ROSE ON THE ROOFTOP? THE POSSIBILITIES ARE ENDLESS FOR PARTIES. LET US KNOW AHEAD OF TIME AND WE'LL HELP SHARE YOUR PARTY AND SEND A CAP REP.
- 3) SPONSOR AIDS WALK
CHOOSE FROM A VARIETY OF SPONSORSHIPS THAT FIT YOUR COMPANY.
- 4) DONATE A PRIZE
OVER 20% OF DONATIONS ARE MADE FROM PEOPLE WHO THROW EVENTS WITH THEIR FRIENDS. WE TRY TO PROVIDE PRIZES FOR MANY PARTIES TO RAISE MORE MONEY AND SUPPORT.
- 5) SHARE ON SOCIAL MEDIA
THE SUCCESS OF AIDS WALK IS IN PART DUE TO FRIENDS SHARING WITH FRIENDS.



9,116 LIKES
8,894 FOLLOWERS



1,524 FOLLOWERS



4,352 DONATIONS
VIA WEBSITE

2018 SPONSORSHIP OPPORTUNITIES
AIDS WALK PORTLAND

**AIDS WALK
PORTLAND**

SEPTEMBER 8, 2018

Presenting Level Sponsor (Limit 1)

\$25,000

- Prominent sponsor logo on all event-related marketing & promotional collateral: including fence banners, print ads, postcards, bus ads, billboards, t-shirts, street banners, route maps, logo embedded on AIDS Walk Portland homepage, media recognition
- 10x20 tent for promotional purposes at event
- Sponsor recognition and speaking opportunity during live ceremony
- Invitation for 15 to VIP Brunch
- Individual sponsor shout-out post on social media / website
- *BONUS: Logo on Bat n' Rouge materials/social media (listed as AIDS Walk Sponsor)*

Gold Level Sponsor

\$10,000

- Gold Level Sponsor logo recognition on select event-related marketing & promotional collateral
- 10x10 tent for promotional purposes at event
- Sponsor recognition on web advertising and social media campaigns
- Invitation for 10 to VIP Brunch p
- Individual sponsor shout out post on social media 88/ website
- *BONUS: Logo on Bat n' Rouge materials/social media (listed as AIDS Walk Sponsor)*

BACK TO THE

90's

**BAT'N ROUGE
PORTLAND
SOFTBALL TOURNAMENT
JULY 29
PLUS + 90'S PUB CRAWL
JULY 21**

BONUS EXPOSURE!



1,024 LIKES
987 FOLLOWERS

- + OVER 300 ATTENDEES
- + AIDS WALK KICK OFF PARTY

2018 SPONSORSHIP OPPORTUNITIES
AIDS WALK PORTLAND



VIP Brunch Sponsor (Limit 1)

\$7,500

- Sponsor logo recognition on select event-related marketing & promotional collateral
- 10x10 tent for promotional purposes at event
- Logo on Volunteer & Participant T-Shirts
- Logo on VIP Brunch banner and collateral
- Sponsor recognition on web advertising and social media campaigns
- Invitation for 11'5 to VIP Brunch
- Sponsor post on social media / website

Silver Level Sponsor

\$5,000

- Silver Level Sponsor logo recognition on select event-related marketing & promotional collateral
- 10x10 tent for promotional purposes at event
- Sponsor recognition on web advertising and social media campaigns
- Invitation for 4 to VIP Brunch

Route Hydration Station Sponsor (Limit 4)

\$2,500

- Signage at your hydration station
- Sponsor recognition on select event-related marketing & promotional collateral
- Banner: "Hydration Station Sponsored by..."

Friends of the Walk Sponsor

\$1,000

- 10x10 tent for promotional purposes at event
- Invitation for 2 to VIP Brunch
- Collateral inserted in Walker Bags

AIDS Walk Village Tent Sponsor

\$750

- 10x10 tent for promotional purposes at event