



# AIDS WALK PORTLAND

## AIDS Walk Portland

The Fields Neighborhood Park, Portland, Oregon

September 9, 2017

11 - 2 pm

**Register, Raise, Walk**



People from all walks of life take part in AIDS Walk Portland—LGBTQ folks, families, seniors, the business community—but they share certain attributes. They're caring, active people ready to invest in what they support. They notice our sponsors, and they engage with them.

AIDS Walk Portland is the Pacific Northwest's largest and most visible AIDS fundraising event. The 2.5-mile walk through the heart of downtown Portland draws nearly 7,000 participants each year. Of these walkers, 65% are between 18 and 55 years old, 81% of whom have attended college. Twenty-nine percent earn more than \$50,000 a year.

Walkers fill the city's streets as they wave signs, chat and laugh, and know that they're supporting Cascade AIDS Project's mission of preventing HIV infections, supporting and empowering people living with or affected by HIV, and eliminating HIV-related stigma and health disparities. With the support of the larger community, AIDS Walk Portland raises \$500,000 to support the work of Cascade AIDS Project and its community partners.

Today, an estimated 1.2 million Americans live with HIV. One in five of them don't even know they carry the virus. Locally, nearly 7,000 Oregonians are HIV-positive, and infection rates are the highest among African Americans, the Latino community, the trans community, and men who have sex with men. Each HIV-positive person has, in turn, a network of friends and family who by association are invested in CAP's mission.

Sponsoring AIDS Walk not only enables your company to reach many thousands of participants both through the walk and through our robust marketing campaign, it also allies you with a vitally important cause charged with power, energy, and diversity.

We invite you to join us.

Sincerely,

Tyler TerMeer  
Executive Director

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# SPONSORSHIP OPPORTUNITIES

## AIDS Walk Portland

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### Presenting Level Sponsor

**\$30,000**

- Prominent sponsor logo on all event-related marketing & promotional collateral: including stage banners, print ads, postcards, bus ads, billboards, t-shirts, street banners, limited edition Portland Pride tank tops, route maps, recognition during radio spots, acknowledgement in press releases, logo embedded on AIDS Walk Portland homepage
- 10x20 tent for promotional purposes at event
- Sponsor recognition and speaking opportunity during live ceremony
- Invitation for 10 to VIP Brunch
- Collateral inserted in Walker Bags

### Advocacy Level Sponsor

**\$20,000**

- Highlighted sponsor logo on select event-related marketing & promotional collateral: street banners, print ads, postcards, t-shirts, postcards, acknowledgement in press releases, acknowledgement during opening ceremony, logo rotation on AIDS Walk Portland homepage
- 10x10 tent for promotional purposes at event
- Sponsor recognition on web advertising and social media campaigns
- Invitation for 10 to VIP Brunch
- Collateral inserted in Walker Bags

### 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 5 to VIP Brunch
- Collateral inserted in Walker Bags

## 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 5 to VIP Brunch
- Collateral inserted in Walker Bags

## VIP Brunch Sponsor

\$5,000

- 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 5 to VIP Brunch
- Collateral inserted in Walker Bags

## Route Hydration Station Sponsor

\$2,500

- Signage at your hydration station,
- Sponsor logo recognition on select event-related marketing & promotional collateral
- Six opportunities are available at this level.

## Friends of the Walk Sponsor

\$1,000

- Sponsor logo recognition on select event-related marketing & promotional collateral
- 10x10 tent for promotional purposes at event
- Logo on VIP Brunch banner and collateral
- Logo on Volunteer & Participant T-Shirts
- Sponsor recognition on web advertising and social media campaigns
- Invitation for 2 to VIP Brunch
- Collateral inserted in Walker Bags

## Tabling Sponsor

\$750

- 10x10 tent for promotional purposes at event

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