

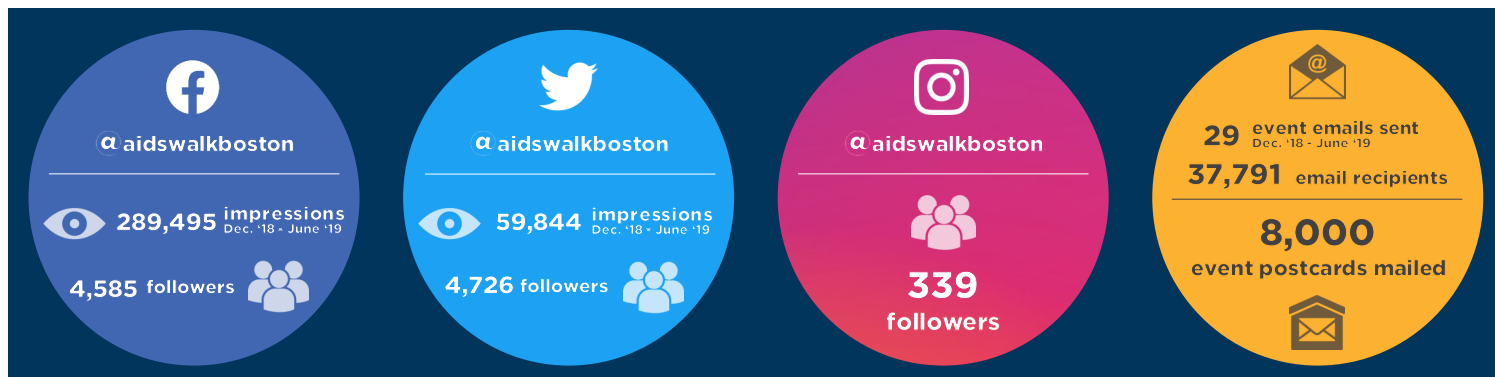


Sponsorship Opportunities 2021

AIDS Walk & Run Boston | Sunday, September 26, 2021 | Carson Beach, South Boston

AIDS Walk & Run Boston, New England's largest and oldest HIV/AIDS fundraising and public awareness event, brings together thousands of people and organizations to help raise critical funds to help provide services to people living with HIV/AIDS and conduct outreach to people at risk of acquiring the virus. Supporters from across the region will gather at DCR Mother's Rest at Carson Beach for the **36th AIDS Walk & Run Boston**, commemorating those we have lost to the epidemic and celebrating the tremendous strides we have made in the fields of treatment and prevention. Join us as we spark conversations with friends, family, and colleagues about HIV/AIDS prevention, care, and advocacy, to help ensure that the delicate progress we have made is not lost. **Over 12 million media impressions** through an integrated marketing campaign, including radio, digital, email, print, point of sale, and social media. **Learn more at aidswalkboston.org.**

Employee Engagement Opportunities: **SPONSOR** | **WALK** | **START A TEAM** | **VOLUNTEER** | **HOST A FUNDRAISER**



2021 AIDS WALK & RUN BOSTON SPONSORSHIP BENEFITS

PRESENTING SPONSOR (1 available): \$25,000

- Featured Logo Placement on **event website**
- Company **materials distributed** at fundraising events
- Listing in **press releases**
- Mentions on **social media**
- **Speaking opportunity** at opening/closing ceremonies
- **Acknowledgement** from the stage
- **Booth in 10 x 10 tent** to interact with participants
- **Twenty (20) invitations** to our VIP Breakfast in Heroes Hall
- **Premier Logo Placement/Acknowledgement:** Incentive T-Shirts, Event Postcards, *Pre-Event Mailer, *Advertising Campaign, Email Communications, Marketing Posters, Printed Collateral Materials, DOE Sponsor Posters, DOE Screen Presentation, Event Website

EMERALD SPONSOR: \$15,000

- Listing in **press releases**
- Mentions on social media
- **Acknowledgement** from the stage
- **Booth in 10 x 10 tent** to interact with participants
- **Ten (10) invitations** to our VIP Breakfast in Heroes Hall
- **Logo Placement/Acknowledgement:** Incentive T-Shirts, Event Postcards, *Pre-Event Mailer, *Advertising Campaign, Email Communications, Marketing Posters, Printed Collateral Materials, DOE Sponsor Posters, DOE Screen Presentation, Event Website

SAPPHIRE SPONSOR: \$10,000

- Listing in **press releases**
- Mentions on **social media**
- **Booth in 10x10 tent** to interact with participants
- **Six (6) invitations** to our VIP Breakfast in Heroes Hall
- **Logo Placement/Acknowledgement:** Incentive T-Shirts, Event Postcards (listing), *Pre-Event Mailer, *Advertising Campaign, Email Communications (listing), Marketing Posters, Printed Collateral Materials, DOE Sponsor Posters, DOE Screen Presentation, Event Website

AMETHYST SPONSOR: \$5,000

- Mentions on **social media**
- **Booth** to interact with participants
- **Four (4) invitations** to our VIP Breakfast in Heroes Hall
- **Logo Placement/Acknowledgement:** *Pre-Event Mailer, *Advertising Campaign (listing), Email Communications (listing), Marketing Posters (listing), Printed Collateral Materials, DOE Sponsor Posters, DOE Screen Presentation, Event Website

WELLNESS SPONSOR: \$2,500

- Mentions on **social media**
- **Booth** to interact with participants
- **Two (2) invitations** to our VIP Breakfast in Heroes Hall
- **Logo Placement/Acknowledgement:** Email Communications (listing), Marketing Posters (listing), DOE Sponsor Posters, DOE Screen Presentation, Event Website

** Requires commitment by print deadlines - please inquire*