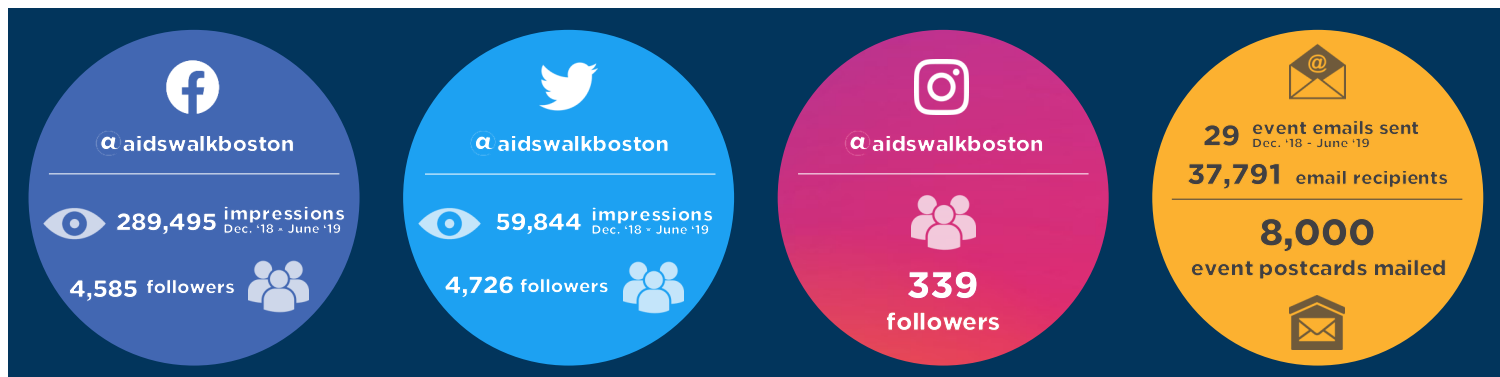




## Sponsorship Opportunities 2020

AIDS Walk & Run Boston | October 18, 2020 (Virtual)

**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 the programs and services of AIDS Action. On Sunday, October 18, 2020, supporters from across Massachusetts and the region will gather virtually for the **35<sup>th</sup> anniversary of 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. By sparking conversations with friends, family, and colleagues about HIV/AIDS prevention, care, and advocacy, AIDS Walk & Run Boston and the community help ensure that the delicate progress we have made is not lost. The event produces **more than 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](http://aidswalkboston.org).** Employee Engagement: **SPONSOR | WALK | START A TEAM | VOLUNTEER | HOST A FUNDRAISER**



## 2020 AIDS WALK & RUN BOSTON SPONSORSHIP BENEFITS

### PRESENTING SPONSOR (1 available): \$30,000

- Featured Logo Placement on **event website**
- Company **materials distributed** at fundraising events
- Listing in **press releases**
- Mentions on **social media**
- “Lunch and Learn” with AIDS Action leadership
- **Speaking opportunity** at opening/closing ceremonies
- **Acknowledgement** during program by CEO
- **Featured placement on “Sponsor Offer” landing page**
- Inclusion in **two (2) sponsor emails** to participants
- **Sponsor Message** in two (2) event emails
- **Featured Logo Placement/Acknowledgement:** Event Postcards, \*Pre-Event Mailer, \*Advertising Campaign, Email Communications, Marketing Posters, DOE Screen Presentation, Event Website

### RUBY SPONSOR: \$20,000

- Company **materials distributed** at fundraising events
- Listing in **press releases**
- “Lunch and Learn” with AIDS Action leadership
- Mentions on **social media**
- **Acknowledgement** during the program by CEO
- **Premier placement on “Sponsor Offer” landing page**
- Inclusion in **two (2) sponsor emails** to participants
- **Logo Placement/Acknowledgement:** Event Postcards, \*Pre-Event Mailer, \*Advertising Campaign, Email Communications, Marketing Posters, DOE Screen Presentation, Event Website

### EMERALD SPONSOR: \$15,000

- Listing in **press releases**
- “Lunch and Learn” with AIDS Action leadership
- Mentions on **social media**
- **Acknowledgement** during program
- **Premier placement on “Sponsor Offer” landing page**
- Inclusion in **two (2) sponsor emails** to participants
- **Logo Placement/Acknowledgement:** Event Postcards, \*Pre-Event Mailer, \*Advertising Campaign, Email Communications, Marketing Posters, DOE Screen Presentation, Event Website

### SAPPHIRE SPONSOR: \$10,000

- Listing in **press releases**
- “Lunch and Learn” with AIDS Action staff
- Mentions on **social media**
- **Premier placement on “Sponsor Offer” landing page**
- Inclusion in **one (1) sponsor email** to participants
- **Logo Placement/Acknowledgement:** Event Postcards (listing), \*Pre-Event Mailer, \*Advertising Campaign, Email Communications (listing), Marketing Posters, DOE Screen Presentation, Event Website

### AMETHYST SPONSOR: \$5,000

- “Lunch and Learn” with AIDS Action staff
- Mentions on **social media**
- **Placement on “Sponsor Offer” landing page**
- Inclusion in **one (1) sponsor email** to participants
- **Logo Placement/Acknowledgement:** \*Pre-Event Mailer, Advertising Campaign (listing), Email Communications (listing), Marketing Posters (listing), DOE Screen Presentation, Event Website

### WELLNESS SPONSOR: \$2,500

- “Lunch and Learn” with AIDS Action staff
- Mentions on **social media**
- **Placement on “Sponsor Offer” landing page**
- **Logo Placement/Acknowledgement:** Email Communications (listing), Marketing Posters (listing), DOE Screen Presentation, Event Website

### COMMUNITY BUSINESS PARTNER: \$1,000

- **Placement on “Sponsor Offer” landing page**
- **One (1) dedicated mention** on social media

*As we continue to adapt to a virtual world, benefits may grow as we find new, novel, and unique opportunities to highlight the incredible support from our local and corporate partners.*