



## CO-CHAIR PARTNERSHIP OPPORTUNITIES



WHY DO YOU WALK?



Benefiting

**APLA**  
AIDS Project  
Los Angeles

and other AIDS service organizations  
throughout Los Angeles County.

## THE CO-CHAIR PROGRAM

is an opportunity to join us in making a significant contribution to the fight against AIDS and play a central role in the success of one of the most recognizable, longstanding, and respected AIDS fundraising events in the world.

In 2010 alone, 30,000 participants, many of whom were members of more than 1200 corporate and community teams, raised \$2.87 million for AIDS Project Los Angeles and 20 other important Los Angeles based service organizations.

In addition to our traditional sponsorship levels, the Co-Chair Partnership Program provides unique opportunities for you, your AIDS Walk team, or your organization to show your commitment to ending AIDS.



Since 1985, AIDS Walk Los Angeles has raised more than \$69 million for HIV/AIDS programs and services in Los Angeles county, and has grown into the largest AIDS fundraising event in Southern California.

**AS A CO-CHAIR**, your contribution may be recognized in the following ways (recognition and benefits based on level of involvement; see page 3 for details):

### **Advertisement and listing in the AIDS Walk Program Guide published in LA Times**

*As a sponsor of the AIDS Walk, you will be included in more than 120,000 copies of the AIDS Walk Los Angeles Program Guide (Guide), which are inserted in newsstand editions of LA Times. Additionally, 5,000 copies of the Guide are distributed to sponsors, media, and participants on the day of the event.*

### **Banner placement on Day-of-Event**

*More than 30,000 participants will pass by your banner displayed at the AIDS Walk venue on Day-of-Event.*

### **Representative seated on stage during the AIDS Walk Opening Ceremony**

*Kicking off the event, the AIDS Walk Opening Ceremony welcomes celebrities, elected officials, sponsors, and special guests to sit on stage. The stage program is watched by all walkers before they embark on their 10-kilometer walk throughout the streets of West Hollywood and Los Angeles, and is covered by major local and national media outlets.*

### **Recognition on an e-communication sent to participants**

*e-Communications are sent throughout the campaign to our supporters and contributors – the AIDS Walk mailing list contains more than 250,000 e-mail addresses of walkers and donors who have elected to receive e-mail instead of mail.*

### **Recognition in social media blasts sent to thousands supporters**

*Your organization will be recognized within Facebook and Twitter updates to more than 8,600 subscribers.*

### **Scrolling logo on AIDS Walk homepage**

*The AIDS Walk website receives hundreds of thousands of unique visits annually, and functions as the fundraising and outreach headquarters for more than 30,000 participants, as well as acting as the gateway to the AIDS Walk for more than 100,000 online donors.*

### **Logo or wordmark, with link, on sponsor page of the AIDS Walk website—[aidswalk.net/losangeles](http://aidswalk.net/losangeles)**

### **Invitations to the V.I.P. Breakfast**

*The V.I.P. Breakfast is held the morning of the AIDS Walk for our top fundraisers, volunteers, sponsors, and celebrities.*

### **Invitation to the AIDS Walk Los Angeles Kick-Off Event**

*This invitation-only evening event will be held prior to the AIDS Walk and commemorate 26 years of grassroots activism as well as support from the corporate, political, and entertainment communities.*



## PROGRAM LEVELS CO-CHAIR OPPORTUNITIES

### □ **Co-Chair Activist - \$15,000**

- Full page black/white ad in the AIDS Walk Program Guide
- Banner placed at venue on Day-of-Event
- Representative seated on stage
- Logo and link on e-Communication
- Company acknowledgment in three (3) updates to 8,600 Facebook and Twitter subscribers
- Scrolling logo on homepage
- Logo, with link, on Sponsor Page of the AIDS Walk website
- Listing on Sponsor Page of the AIDS Walk commemorative Program Guide
- Six (6) invitations to the V.I.P. Breakfast held on the morning of the AIDS Walk
- Invitation to the Kick-Off Reception held prior to the AIDS Walk

### □ **Co-Chair Advocate - \$10,000**

- 1/2 page black/white ad in the AIDS Walk Program Guide
- Banner placed at venue on Day-of-Event
- Representative seated on stage
- Logo and link on e-Communication
- Company acknowledgment in two (2) updates to 8,600 Facebook and Twitter subscribers
- Scrolling logo on homepage
- Logo, with link, on Sponsor Page of the AIDS Walk website
- Listing on Sponsor Page of the AIDS Walk commemorative Program Guide
- Six (6) invitations to the V.I.P. Breakfast held on the morning of the AIDS Walk
- Invitation to the Kick-Off Reception held prior to the AIDS Walk

### □ **Co-Chair Patron - \$5,000**

- 1/4 page black/white ad in the AIDS Walk Program Guide
- Wordmark on e-Communication
- Company acknowledgment in an update to 8,600 Facebook and Twitter subscribers
- Listing on Sponsor Page of the AIDS Walk commemorative Program Guide
- Wordmark, with a link, on Sponsor Page of the AIDS Walk website
- Six (6) invitations to the V.I.P. Breakfast held on the morning of the AIDS Walk
- Invitation to the Kick-Off Reception held prior to the AIDS Walk

### □ **Co-Chair Supporter - \$1,500**

- 1/6 page black/white ad in the AIDS Walk Program Guide
- Listing on the Sponsor Page of the AIDS Walk commemorative Program Guide
- Company acknowledgment in an update to 8,600 Facebook and Twitter subscribers
- Wordmark, with a link, on Sponsor Page of the AIDS Walk website
- Four (4) invitations to the V.I.P. Breakfast held on the morning of the AIDS Walk
- Invitation to the Kick-Off Reception held prior to the AIDS Walk

### □ **Co-Chair - \$1,000**

- 1/8 page black/white ad in the AIDS Walk Program Guide
- Listing on Sponsor Page of the AIDS Walk commemorative Program Guide
- Company acknowledgment in an update to 8,600 Facebook and Twitter subscribers
- Wordmark, with a link, on Sponsor Page of the AIDS Walk website
- Two (2) invitations to the V.I.P. Breakfast held on the morning of the AIDS Walk



# AD SAMPLES CO-CHAIR OPPORTUNITIES

## SAMPLE TEXT FOR PROGRAM GUIDE ADVERTISEMENTS

### Corporate Samples

- “We Proudly Salute 27 Years of AIDS Walk Los Angeles”
- “Wells Fargo congratulates AIDS Walk Los Angeles on 26 moving years”
- “SCA congratulates Ian Rockridge on his outstanding fundraising achievement”
- “Paramount Pictures proudly supports the work of APLA and the fundraising efforts of AIDS Walk Los Angeles”

### Individual & Team Samples

- “Congratulations to Donald Foley for 27 years of walking”
- “Walking with our Target employees”

### In Memory Of... Samples

- “In support of all those affected by HIV/AIDS”
- “In Honor of Our Beloved David”

Full Page Ad Sample

1/2 Page and 1/4 Page Ad Samples



Your organization will be featured on the [AIDS WALK HOMEPAGE](#) in a scrolling list of sponsor logos, and your link and logo will be included on the Sponsor Page of our website.

Your website link and logo will also be featured on one [E-COMMUNICATION](#) sent to more than 30,000 AIDS Walk supporters, recognizing you as a Co-Chair Partner.

The AIDS Walk has more than 8,600 subscribers on [FACEBOOK](#) and [TWITTER](#). Your organization will be recognized in posts and updates throughout the campaign.



Sponsor Page of AIDS Walk website



Close-up of sponsor scroll

AIDS Walk Homepage: [www.aidswalk.net/losangeles](http://www.aidswalk.net/losangeles)

The AIDS Walk homepage receives more than 500,000 unique visitors annually.

### SOCIAL NETWORKING





# ORDER FORM

## CO-CHAIR OPPORTUNITIES

*I would like to become a:*

- |   |   |
|---|---|
| <input type="checkbox"/> Co-Chair Activist for \$15,000 | <input type="checkbox"/> Co-Chair Advocate for \$10,000 |
| <input type="checkbox"/> Co-Chair Patron for \$5,000    | <input type="checkbox"/> Co-Chair Supporter for \$1,500 |
| <input type="checkbox"/> Co-Chair for \$1,000           |   |

### PAYMENT AND ARTWORK DUE: Friday, September 9, 2011

Please complete this form and e-mail it to [bretts@aidswalk.net](mailto:bretts@aidswalk.net).  
 You can also fax this form at your earliest convenience to Brett Spigelman at (212) 807-6429  
 \*\* Advertisement specification will be sent after order is submitted \*\*

\_\_\_\_\_  
*Company Name* (as it should appear in the Guide and on our website)

\_\_\_\_\_  
*Name, Title*

\_\_\_\_\_  
*Signature* (if printed out and returned)

\_\_\_\_/\_\_\_\_/\_\_\_\_  
*Date*

\_\_\_\_\_  
*Mailing Address*

\_\_\_\_\_  
*City, State Zip*

(\_\_\_\_) \_\_\_\_ - \_\_\_\_  
*Phone*

(\_\_\_\_) \_\_\_\_ - \_\_\_\_  
*Fax*

\_\_\_\_\_  
*E-mail Address*

**Questions? Please contact Brett Spigelman at (212) 807-9255 or [bretts@aidswalk.net](mailto:bretts@aidswalk.net)**

AIDS Walk Los Angeles • 3550 Wilshire Blvd. Suite 890 • Los Angeles, CA 90010  
 Phone: (213) 201-9255 / Fax: (213) 201-1355 • [aidswalk.net](http://aidswalk.net)