



2010 SCOTIABANK AIDS WALK FOR LIFE



SPONSORSHIP OPPORTUNITIES



AIDS CALGARY
awareness association



OVERVIEW

The Scotiabank AIDS Walk For Life is AIDS Calgary's largest fundraising event. Since its inception in 1994, the Walk has raised over **\$1,158,000** in the fight against HIV/AIDS in the Calgary area. We work hard to keep event costs low and our production expenses have been consistently contained to an average of 35 cents per dollar raised.

Every year more than 700 Calgarians participate by walking or volunteering. This event is notable not only for its size but also for the diversity of participants it attracts. Participants range in age from 6 – 60. The event brings together men, women and children of all ages, races and backgrounds.



SPONSORSHIP BENEFITS

AIDS Calgary invites you to join us and the growing numbers of corporations who have found the Scotiabank AIDS Walk for Life to be an excellent way to support the fight against HIV/AIDS and increase their visibility in the Calgary community.

By becoming a corporate sponsor, you can play an important role in one of the most respected AIDS fundraising events in Canada. The AIDS Walk is a long standing institution in Calgary; 2010 will be our 17th annual walk. The Scotiabank AIDS Walk for Life stands out as a model of volunteerism and powerful community action.

Our sponsorship packages include benefits such as opportunities for on-site direct marketing, online presence, increased brand visibility and exposure to new customer bases.

We want to find a sponsorship and marketing solution that works for you! AIDS Calgary will work closely with your company to tailor a package that meets your specific needs and interests. The following list of benefits should be used as a platform from which an individual sponsorship package can be built.





AIDS CALGARY AT A GLANCE

Since 1983, AIDS Calgary Awareness Association has helped people at risk for, living with, and affected by HIV/AIDS. The face of HIV/AIDS has changed since we first responded to the emerging AIDS crisis within Calgary's gay community. Today, women are two to four times more vulnerable to HIV infection, youth has one of the fastest rising infection rates, and aboriginal people are five times more likely to have AIDS than any other Canadian.

Through our range of programs and services, AIDS Calgary helps those at risk make healthy choices and reduce the harm associated with HIV and AIDS. We also provide referrals to other service providers, and are actively involved in local, provincial, national and international organizations that are also addressing the issues surrounding HIV/AIDS. **By working together, we can create a caring and compassionate society that is more informed about HIV/AIDS – and more open to helping those who live with it.**

MISSION

To reduce the harm associated with HIV and AIDS for all individuals and communities by:

- Providing HIV prevention and education;
- Providing support, enhancing the quality of life and advocating on behalf of people living with HIV;
- Promoting awareness and understanding of HIV issues;
- Working together with partners in the community to create a caring and compassionate society in the face of HIV and AIDS.



CHALLENGES

- In Calgary, there are approximately 1,500 individuals living with HIV/AIDS, more than any other time in Calgary's history.
- At the same time, provincial and federal funding for HIV/AIDS services is shrinking and in these economic times it is evident that corporate sponsorship dollars are limited.
- In the last two years, there has been a slow increase in the rise of newly diagnosed HIV cases in Alberta. In 2008, 45% of new cases of HIV were reported in Calgary.
- **We must increasingly rely on the private sector to sustain our fight against HIV/AIDS and support people living with HIV or AIDS who are living longer and more productive lives.**



SPRINT SPONSOR

DAY OF EVENT

- 100 Walk volunteers will be outfitted in a t-shirt bearing your company's corporate logo.
- Exclusive viewing of your corporate banner at the start/finish line.
- Acknowledgement of your company's support during the Opening Ceremony.
- Opportunity to address the crowd at the Opening Ceremony.

PRINT/ADVERTISING EXPOSURE

- Corporate logo on the Scotiabank AIDS Walk for Life pledge forms, posters, hand bills, save the date cards, and print media advertisements.
- Acknowledgment in AIDS Calgary Awareness Association's Annual Report and one issue of our newsletter.

OUTDOOR ADVERTISING

- Your company's corporate logo will be displayed on three bridge banners along major thoroughfares throughout Calgary.
- Event day 10x10 marketsquare space for marketing opportunities and/or product placement.

ONLINE RECOGNITION

- Corporate logo, with live link, featured prominently on the AIDS Walk for Life section at www.aidscalgary.org for up to one year. In 2009, from Jun 1 to Sep 21, this section received 4,472 hits from 3,453 unique visitors.
- Donor profile sent as an update to all fans of the AIDS Calgary Awareness Association fan page on Facebook.

DIRECT MARKETING AT EVENT

- Opportunity to provide a logo in our thank you letter to registered walkers.
- Opportunity to provide coupons/brochures in walker package
- Corporate logo on cover of walker bag given to approximately 500 walkers on day of event.

\$5,000

(in-kind value of \$10,000)

Sponsorship benefits are negotiable and can be adjusted to suit your needs. Please contact Tracie Seeley at 403-508-2500 to discuss your sponsorship opportunities.



STRIDE SPONSOR

DAY OF EVENT

- 100 Walk volunteers will be outfitted in a t-shirt bearing your company's corporate logo.
- Group corporate banner placed at the stage where the Opening Ceremony takes place.
- Acknowledgement of your company's support during the Opening Ceremony.

PRINT/ADVERTISING EXPOSURE

- Corporate logo on the Scotiabank AIDS Walk for Life pledge forms, posters, hand bills, save the date cards and print media advertisements.
- Acknowledgment in AIDS Calgary Awareness Association's Annual Report and one issue of our newsletter.

OUTDOOR ADVERTISING

- Event day 10x10 marketsquare space for marketing opportunities and/or product placement.
- Table area for signage and product placement on the walk route.

ONLINE RECOGNITION

- Corporate logo, with live link, featured prominently on the AIDS Walk for Life section at www.aidscalgary.org for up to one year. In 2009, from Jun 1 to Sep 21, this section received 4,472 hits from 3,453 unique visitors.

DIRECT MARKETING AT EVENT

- Opportunity to provide a logo in our thank you letter to registered walkers.
- Opportunity to provide coupons/brochures in approximately 500 walker packages.

\$2,500

(in-kind value of \$5,000)



Sponsorship benefits are negotiable and can be adjusted to suit your needs. Please contact Tracie Seeley at 403-508-2500 to discuss your sponsorship opportunities.



STEP SPONSOR

DAY OF EVENT

- 100 Walk volunteers will be outfitted in a t-shirt bearing your company's corporate logo.
- Group corporate banner placed at the stage where the Opening Ceremony takes place.
- Acknowledgement of your company's support during the Opening Ceremony.

PRINT/ADVERTISING EXPOSURE

- Corporate logo on the Scotiabank AIDS Walk for Life pledge forms, posters, hand bills, and save the date cards.
- Acknowledgment in AIDS Calgary Awareness Association's Annual Report and one issue of our newsletter.

OUTDOOR ADVERTISING

- Table area for signage and product placement on the walk route.

ONLINE RECOGNITION

- Corporate logo, with live link, featured prominently on the AIDS Walk for Life section at www.aidscalgary.org for up to one year. In 2009, from Jun 1 to Sep 21, this section received 4,472 hits from 3,453 unique visitors.

DIRECT MARKETING AT EVENT

- Opportunity to provide coupons/brochures in approximately 500 walker packages.

\$1,500

(in-kind value of \$3,000)



Sponsorship benefits are negotiable and can be adjusted to suit your needs. Please contact Tracie Seeley at 403 508-2500 to discuss your sponsorship opportunities.



STROLL SPONSOR

DAY OF EVENT

- 100 Walk volunteers will be outfitted in a t-shirt bearing your company's corporate logo.
- Acknowledgement of your company's support during the Opening Ceremony.

PRINT/ADVERTISING EXPOSURE

- Acknowledgment in AIDS Calgary Awareness Association's Annual Report and one issue of our newsletter.

ONLINE RECOGNITION

- Corporate logo, with live link, featured prominently on the AIDS Walk for Life section at www.aidscalgary.org for up to one year. In 2009, from Jun 1 to Sep 21, this section received 4,472 hits from 3,453 unique visitors.

OUTDOOR ADVERTISING

- Table area for signage and product placement on the walk route.

DIRECT MARKETING AT EVENT

- Opportunity to provide coupons/brochures in approximately 500 walker packages.

\$500

(in-kind value of \$1,000)



Sponsorship benefits are negotiable and can be adjusted to suit your individual or business's needs. Please contact Tracie Seeley at 403 508-2500 to discuss your sponsorship opportunities.