

# 2011 AIDS WALK FOR LIFE



## SPONSORSHIP PACKAGE



**AIDS CALGARY**  
awareness association

# Why Do We Need the Walk?

Since 1983, AIDS Calgary Awareness Association (ACAA) was created to address the real needs of those individuals who were living with and affected by HIV/AIDS. In the beginning the organization's primary focus was to help these individuals cope with grief and loss issues due to lack of adequate treatment and knowledge about HIV/AIDS. The face of HIV/AIDS has changed since we first responded to the emerging AIDS crisis. In 2009, Aboriginal people made up 17% of new reported cases in Alberta, rates among young women continue to rise and the majority of new HIV infections is through heterosexual transmission in the Calgary region.

The AIDS Walk for Life enables us to provide these diverse services to our growing client base. Since the Walk's inception in 1994, we have raised over \$1,350,000 towards the fight against HIV/AIDS in the Calgary area. Without this support, AIDS Calgary Awareness Association would not be able to address our community's ever growing needs and many of our clients would be left behind. That's why every year more than 700 Calgarians, regardless of their background, gender, age or race, participate by walking or volunteering in this internationally recognized event, to end the suffering caused by 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.

# We're Growing

## We're Growing

AIDS Calgary Awareness Association has recently extended its services to include communities outside of Calgary, such as Brooks, Medicine Hat and the Bow Valley. We've also opened Cares Centres in Medicine Hat and Banff. In each region we address the unique needs of these communities. These needs include prevention and education, harm reduction and quality of life focused programs for individuals living with HIV/AIDS, STIs and blood borne pathogens.

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, STIs and the transmission of other blood borne pathogens.

## Our Mission

To reduce the harm associated with HIV and AIDS for all individuals and communities in the Calgary, Medicine Hat and Bow Valley region, 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 /AIDS.**



# Our Voice

At AIDS Calgary Awareness Association we are able to provide our clients with a safe and compassionate environment. Our Cares Centres give our clients the opportunity to engage in a community free from stigma and discrimination that is often associated with HIV/AIDS, STIs and other blood borne pathogens. We provide our clients with the tools and support to live a higher quality of life, which is only made possible through donorship and sponsorship of events like the AIDS Walk for Life. Below is a client's meaningful account of how important our services are in their life:

*"I have been a long-time member of AIDS Calgary, and they have helped me in numerous ways. The Friday Lunch program has helped me by providing a substantial and hearty meal for lunch and by giving me left-overs for my next meal. I have also learned a lot about proper nutrition and food safety. This program has allowed me to connect with others who are living with HIV, and socialize with AIDS Calgary staff members. They always seem to care about how I'm doing and ask about what's going on in my life.*

*I really enjoy the outings AIDS Calgary organizes such as trips to the Zoo and "Movie Afternoons" as an opportunity to socialize and have fun, which would otherwise not be possible due to my physical and financial constraints.*

*AIDS Calgary has also made it possible for me to buy a new computer, by hosting "Momentum"; a money management program where they match the money I have saved.*

*Without AIDS Calgary I wouldn't have been able to find invaluable information regarding where to find affordable housing, clothing, food and up to date HIV information. This is most important to me, because without these services, I don't know where I would be."*

*-Client of ACAA*

# Challenges

- Since 2006 there has been an average of over 200 new reported cases of HIV in Alberta per year.
- At the same time, provincial and federal funding for HIV/AIDS services is shrinking.
- ACAA must rely on new sources to sustain our fight against HIV/AIDS and support people living with HIV or AIDS who are living longer and more productive lives.



## Our Programs

As mentioned in our client's letter, Friday Lunch and Momentum are just a few examples of programs we provide that make an impact in our client's lives. The following is an overview of the many services we provide.

### Education and Awareness

HIV/AIDS, STIs and other blood-borne pathogens are entirely preventable illnesses, meaning that the most important way to combat these epidemics is through education and awareness. AIDS Calgary Awareness Association uses targeted approaches to educate and create awareness among a diverse range of demographics.

- In 2010 ACAA delivered almost 200 public presentations on HIV/AIDS, STIs and Hepatitis C to communities in Calgary, Bow Valley and Medicine Hat, reaching over 9000 people.

## Prevention and Outreach

AIDS Calgary Awareness Association is also committed to providing outreach and prevention to those groups who are found to be at high risk for contracting HIV and Hepatitis C. Our harm reduction approach acknowledges that abstinence is but one end on the prevention spectrum. We address the full range of this spectrum through our prevention and outreach programs by providing harm reduction supplies and prevention education. Our Community Outreach Team is well versed in the vernacular of these high risk demographics, and has provided AIDS Calgary Awareness Association with a way to connect and make a difference.

- **2007 – 2010 ACAA more than doubled the number of free condoms distributed.**
- **More than 58,000 safe injection supplies were handed out in the first six months of the Medicine Hat Cares Centre needle exchange program (July 2010 – January 2011).**

## Support for Positives

The Support for Positives program at both the Calgary and Medicine Hat Cares Centres provide professional counselling and basic needs support for people living with HIV/AIDS and Hepatitis C. We acknowledge the interrelated social and economic problems that can accelerate an illness, compromise well being, and limit treatment options. Our programs offer a full continuum of services, which include access to housing, employment, medical services and transportation among many others.

- **Between 2007 – 2010 the number of bagged lunches and grocery hampers distributed to Support for Positives clients increased by an astonishing 525%.**

## Shift

Our Shift program is a harm reduction, rights based program within the Calgary Cares Centre which serves men, women and transgendered people who are involved or have been involved in sex work. We offer a non-exit based approach to providing clients with in the program professional counselling, basic needs and information regarding other issues around sex work. Shift is Calgary's only harm reduction program serving the needs of sex workers and we advocate for the rights of all sex workers at policy roundtables and forums locally, provincially and nationally.

- **Between 2007 – 2010 the number of clients accessing services provided by the Shift program increased by 300%.**

# Sponsorship Benefits

By becoming a sponsor of the AIDS Walk for Life, you are contributing to a movement that is admired nationally and supported globally. Our highly passionate, engaged and diverse Walk participants, volunteers and community partners would allow your business to gain recognition to new communities in Calgary, Medicine Hat and the Bow Valley. We offer event on-site marketing to allow your business to directly connect with Walk supporters, participants and the greater community. Our sponsorship packages also include benefits such as brand attachment to all online and print advertisements for increased recognition and brand exposure.

**At AIDS Calgary Awareness Association we want the community to know you are a supporter of such an important event, so we will work closely with your business to tailor a package that meets your specific needs.**





# 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 beginning of 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.
- Acknowledgement, via corporate logo, on pieces of direct mail sent to a minimum of the top 20% of walk participants.
- Acknowledgment in AIDS Calgary Awareness Association's Annual Report and one issue of ACAA's newsletter.

## OUTDOOR ADVERTISING

- Your company's corporate logo will be displayed on three bridge banners along major thoroughfares throughout Calgary.
- Event day 10x10 booth space for marketing opportunities, product placement and distribution of marketing material.

## ONLINE RECOGNITION

- Corporate logo featured prominently on the AIDS Walk for Life Website, [www.calgaryaidswalk.com](http://www.calgaryaidswalk.com), for up to one year.
- Corporate logo on eNotices sent to online registered participants.

## 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.

## MEDIA

- A company representative will be given the opportunity to address guests and media at the annual AIDS Walk for Life Team Captain Kick-Off.
- Widespread inclusion in the comprehensive local media campaign, including AIDS Walk for Life press releases and media advisories sent to local outlets.

# \$5,000

Sponsorship benefits are negotiable and can be adjusted to suit your individual or business's needs. Please contact us 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 Grand Opening Ceremonies take place.
- Acknowledgement of your company's support during the Opening Ceremony.

## PRINT/ADVERTISING EXPOSURE

- Corporate logo on the AIDS Walk for Life pledge forms, posters, hand bills, and save the date cards.
- Acknowledgement, via corporate logo, on pieces of direct mail sent to a minimum of the top 20% walk participants.
- Acknowledgment in AIDS Calgary Awareness Association's Annual Report and one issue of ACAA's newsletter.

## OUTDOOR ADVERTISING

- Event day 10x10 booth space for marketing opportunities, product placement and distribution of marketing material.
- Table area for signage and product placement on the walk route.

## ONLINE RECOGNITION

- Corporate logo featured prominently on the AIDS Walk for Life Website, [www.calgaryaidswalk.com](http://www.calgaryaidswalk.com), for up to one year.

## 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.

## MEDIA

- Widespread inclusion in the comprehensive local media campaign, including AIDS Walk for Life press releases and media advisories.



# \$2,500

Sponsorship benefits are negotiable and can be adjusted to suit your individual or business's needs. Please contact us 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 Grand Opening Ceremonies take place.
- Acknowledgement of your company's support during the Opening Ceremony.

## PRINT/ADVERTISING EXPOSURE

- Corporate logo on the 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 ACAA's newsletter.

## OUTDOOR ADVERTISING

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

## ONLINE RECOGNITION

- Corporate logo featured prominently on the AIDS Walk for Life Website, [www.calgaryaidswalk.com](http://www.calgaryaidswalk.com), for up to one year.

## 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.



**\$1,500**

Sponsorship benefits are negotiable and can be adjusted to suit your individual or business's needs. Please contact us 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 ACAA's newsletter.

## ONLINE RECOGNITION

- Corporate logo featured prominently on the AIDS Walk for Life Website, [www.calgaryaidswalk.com](http://www.calgaryaidswalk.com), for up to one year.

## OUTDOOR ADVERTISING

- Table area for signage and product placement on the 5 KM walk route.

## DIRECT MARKETING AT EVENT

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

**\$500**



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