



# 2009 SCOTIABANK AIDS WALK FOR LIFE



## SPONSORSHIP OPPORTUNITIES



**AIDS CALGARY**  
awareness association



# 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 in the Calgary 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 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.
- In the last two years, there has been a slow increase in the rise of newly diagnosed HIV cases in Alberta. In 2007, 44% 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.**



# OVERVIEW

Scotiabank AIDS Walk For Life is one of AIDS Calgary's largest fundraising events. Since its inception in 1994, participants have raised nearly \$990,000 in the fight against HIV/AIDS in the Calgary area. Every year more than 600 Calgarians participate in the walk. Proceeds benefit AIDS Calgary's community projects and initiatives. This event is notable not only for its size but also for the diversity of participants it attracts. Men, women, and children of all ages, races, and backgrounds come together in a massive demonstration of unity to end the suffering caused by HIV/AIDS.



# SPONSORSHIP

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, achieve recognition in doing so, and meet the objectives of both public service and corporate responsibility.

By becoming a corporate sponsor, you can play an important role in one of the most respected AIDS fundraising events in Canada. The Scotiabank AIDS Walk for Life stands out as a model of volunteerism and powerful community action. Over the years, production expenses have been consistently contained to an average of 35 cents per dollar raised.

**AIDS Calgary will work closely with your company to tailor a sponsorship and marketing 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.**

We must not confuse hope with victory. Today there is newfound hope in the fight against AIDS – but still no cure. Some people with HIV/AIDS are living longer thanks to new therapies. However, the new treatments do not work for everyone, and HIV continues to spread at an alarming rate.

**We must keep walking – because we're not there yet.**



# 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. In 2007, from Jul 1 to Sep 22, [calgaryaidswalk.com](http://calgaryaidswalk.com) received 2,657 hits from 1206 unique visitors.
- 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 Scotiabank AIDS Walk for Life Team Captain Kick-Off.
- Widespread inclusion in the comprehensive local media campaign, including Scotiabank 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 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 Grand Opening Ceremonies take 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.
- 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. In 2007, from Jul 1 to Sep 22, [calgaryaidswalk.com](http://calgaryaidswalk.com) received 2,657 hits from 1206 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.

## MEDIA

- Widespread inclusion in the comprehensive local media campaign, including Scotiabank 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 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 Grand Opening Ceremonies take 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 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. In 2007, from Jul 1 to Sep 22, [calgaryaidswalk.com](http://calgaryaidswalk.com) received 2,657 hits from 1206 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.

**\$1,500**



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.



# 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. In 2007, from Jul 1 to Sep 22, [calgaryaidswalk.com](http://calgaryaidswalk.com) received 2,657 hits from 1206 unique visitors.

## 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 Tracie Seeley at 403 508-2500 to discuss your sponsorship opportunities.