

AIDS CALGARY AWARENESS ASSOCIATION - MARDI GRAS
2012 SPONSORSHIP PACKAGE

*Le Carnaval
Rouge*



2012 Mardi Gras – Le Carnaval Rouge

About Us

Our mission is to reduce the harm associated with HIV/AIDS, Sexually Transmitted Infections (STIs) and blood borne pathogens (BBPs) related illness for all individuals in the regions that we serve, 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, and
- Working together with partners in the community to create a caring and compassionate society in the face of HIV/AIDS.

Since 1983, AIDS Calgary Awareness Association (ACAA) has been addressing the real needs of individuals 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 2010:

- There are approximately 1,583 individuals living with HIV/AIDS in Calgary,
- Aboriginal females account for 33% of all females living with HIV/AIDS ,
- The highest number of cases and rates of HIV in 2010 was in the 30 to 39 years age group, and
- The majority of new HIV infections is through heterosexual transmission in the Calgary region.

ACAA has recently extended its services to include communities outside of Calgary, such as Brooks, Medicine Hat and the Bow Valley by opening Cares Centres in Medicine Hat and Banff. This expansion has also extended our focus from HIV/AIDS to include STIs and BBPs. 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 BBPs.

Through our range of programs and services, ACAA provides supportive services to people living with HIV/ AIDS, STIs and BBPs, helps those at risk make healthy choices and reduce harm, and provide referrals to other service providers. We and are actively involved at a local, provincial, national and international level in addressing the issues surrounding HIV/AIDS, STIs and BBPs.



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The Event

Fiery music and entertainment, lavish costumes and feathery masks, spicy creole food, and beads, beads, and more beads are all synonymous with Mardi Gras. But this year, ACAA is adding condoms to the mix when we bring Mardi Gras to Calgary.

Adorned in a mask and beads, take a tour down Bourbon Street and enjoy the cuisine and Jazz music of New Orleans. Make a turn onto Royal Street and marvel at the contortionists and fire eaters. Finally, stop off at Burgundy Street to enjoy King Cakes, watch a magic show, and have your tarot cards read.

Following the successes of Calgary Cares, ACAA will own Mardi Gras in Calgary, bringing together a unique cross section of the Calgary community – a community of CEO's, students, drag queens, singles and married couples, young and old, gay, straight and in-between, a community that cares about those impacted by HIV/AIDS, STIs, and BBPs.

Join us for food, entertainment and carnival fun on Saturday February 25, 2011 at The Metropolitan Centre as we recreate “Bourbon Street” in Calgary at ACAA's inaugural Mardi Gras event – “Le Carnaval Rouge”. Finally a reason to don your mask and beads in public!

Benefits of Sponsorship

By becoming a sponsor of Mardi Gras - Le Carnaval Rouge, you are:

- Creating awareness,
- Breaking down barriers,
- Challenging stigma and discrimination, and
- Showing that Calgary cares about all individuals affected by HIV/AIDS, STIs and BBPs.

Together, we can change the face of HIV/AIDS, STIs and BBPs. Through your support we can reduce the risk for vulnerable populations in Calgary. We can improve the lives of people living with HIV/AIDS, STIs and BBPs. We can create awareness among young women and the aging population – populations for whom rates of infection are on the rise. And we can reduce the stigma of living with HIV/AIDS, STIs and BBPs.

Your sponsorship will be recognized at the event and in the community through print, media and verbal exposure, reaching a diverse and broad Calgary audience. With an anticipated audience of 250 to 300 at this inaugural event, we will honour those who have lost the battle, celebrate those who continue to fight, and stand up for those who are at risk.

We are happy to work with you and your business to tailor a sponsorship package that meets your specific needs.

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Bourbon Street Sponsor – \$10,000

GENERAL (One official Bourbon Street sponsorship available)

- 8 tickets to the event
- A framed one-of-a-kind Mardi Gras mask on display at the event
- Opportunity to speak at the event

RECOGNITION

- Name recognition as the official sponsor of the first annual Mardi Gras event
- Verbal recognition as the official sponsor at the event
- Large, prominent corporate logo on posters and print materials
- Full page ad in the event program
- Acknowledgment in ACAA's Annual Report
- Acknowledgment in one issue of ACAA's newsletter
- Corporate logo displayed on three bridge banners along major thoroughfares throughout Calgary
- Signage at the event recognizing you as the official sponsor of the 2012 Mardi Gras event
- Corporate logo featured prominently on the Mardi Gras webpage for up to one year
- Corporate logo on eNotices sent to over 3,000 individuals, supporters, businesses
- Widespread inclusion in the comprehensive local media campaign, including press releases and media advisories



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Royal Street Sponsor – \$5,000

GENERAL (Two Royal Street sponsorships available)

- 6 tickets to the event
- A framed one-of-a-kind Mardi Gras mask on display at the event

RECOGNITION

- Verbal recognition of your support at the event
- Medium corporate logo on posters
- Half page ad in the event program
- Acknowledgment in ACAA's Annual Report
- Acknowledgment in one issue of ACAA's newsletter
- Signage at the event recognizing you as a Royal Street sponsor of the 2012 Mardi Gras event
- Corporate logo on the Mardi Gras webpage for up to one year
- Corporate logo on eNotices sent to over 3,000 individuals, supporters, businesses
- Widespread inclusion in the comprehensive local media campaign, including press releases and media advisories

Burgundy Street Sponsor – \$2,500

GENERAL (Three Burgundy Street sponsorships available)

- 4 tickets to the event
- A framed one-of-a-kind Mardi Gras mask on display at the event

RECOGNITION

- Verbal recognition of your support at the event
- Small corporate logo on posters
- Quarter page ad in the event program
- Acknowledgment in ACAA's Annual Report
- Acknowledgment in one issue of ACAA's newsletter
- Signage at the event recognizing you as a Burgundy Street sponsor of the 2012 Mardi Gras event
- Corporate logo on the Mardi Gras webpage for up to one year
- Name listed on eNotices sent to over 3,000 individuals, supporters, businesses

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Entertainment Sponsor – \$500

GENERAL (Four Entertainment sponsorships available)

- 2 tickets to the event

RECOGNITION

- Verbal recognition of your support at the event
- Business card ad in the event program
- Acknowledgment in ACAA's Annual Report
- Acknowledgment in one issue of ACAA's newsletter
- Name listing on Mardi Gras webpage for up to one year
- Name listed on eNotices sent to over 3,000 individuals, supporters, businesses

ADDITIONAL WAYS TO SUPPORT MARDI GRAS – LE CARNAVAL ROUGE

- Carnival tickets - \$125 per person
- Package of 8 tickets - \$900
- Cash and Gift-In-Kind Donations
- Live and Silent Auction Donations



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Sponsorship Form

PLEASE CHECK APPLICABLE BOX:

- Bourbon Street Sponsor (\$10,000)
 Royal Street Sponsor (\$5,000)
 Burgundy Street Sponsor (\$2,500)
 Entertainment Sponsor (\$500)

CONTACT INFORMATION:

Name/Company Name: _____

Contact: _____

Address: _____

Phone number: _____ Fax: _____

Email Address: _____

PAYMENT OPTIONS:

1. Please invoice me for the amount of the sponsorship \$ _____

2. Please charge my credit card for the amount of the sponsorship \$ _____

MC Visa Amex

Card #: _____ Exp: _____

3. I have enclosed a cheque in the amount of \$ _____ (payable to the AIDS Calgary)

4. We are unable to attend. Please accept our donation in the amount of \$ _____

5. We would like to contribute the following prize(s) to the silent/live auction:

FORMAL INVITATION TO FOLLOW

PLEASE MAIL/FAX OR EMAIL COMPLETED FORMS TO:

Tamrin Heardt
AIDS Calgary Awareness Association
110 - 1603 10 Ave SW
Calgary, AB T3C 0J7

Phone: 403-508-2563
Fax: 403-263-7358
Email: theardt@aidscalgary.org
Website: www.aidscalgary.org



AIDS CALGARY
awareness association



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