

# 2011 Sponsorship Opportunities



**AIDS  
WALK  
PORTLAND™**

Presented by

**Genentech**  
A Member of the Roche Group

**October 2, 2011**  
**25th Annual Walk**

We walk to raise critical funds in the fight against HIV/AIDS... We walk for the 1.2 million Americans living with HIV/AIDS and the 25% that don't even know they are infected... We walk to create awareness and reduce the 56,000 new infections that occur each year in the U.S.... We walk for our brothers and sisters living with the virus, including 7,000 in Oregon... We walk to remember those who have passed.... **Why do you walk?**

**What: 25<sup>th</sup> Annual AIDS Walk Portland**

A 2.5-mile walk through the heart of downtown Portland to raise awareness of, and funds for, the fight against AIDS. Drawing 11,000 to Pioneer Square in 2010, over the past 24 years, AIDS Walk Portland has raised more than \$4.5 million. Beyond serving as the largest and most visible gathering to raise awareness and education about HIV/AIDS throughout Oregon, AIDS Walk Portland also serves as a model of cost-efficiency -- with over 80% of all funds brought in going directly to support programs of CAP and partnering agencies.

Today, an estimated 1.2 million Americans are living with HIV and 25% of them do not even know they are infected. Nationwide, a new infection occurs every nine and a half minutes. In Oregon, 7,000 individuals are living with HIV today and that number grows annually.

**Where: Pioneer Courthouse Square**

Registration, and opening and closing ceremonies occur at Pioneer Courthouse Square. Walk-route goes through downtown Portland, China Town, Old Town, and the Pearl District.

VIP Breakfast hosted at Departure on top of the Nines Hotel

**When: Sunday, October 2, 2011**

- 8:30 am Walk Registration Begins  
VIP Breakfast for all walkers raising > \$1,000 at Departure Restaurant & Lounge – top of the Nines Hotel
- 10:30 am Opening Ceremonies
- 11:00 am Walk Begins
- 12:00 pm Closing Ceremony & Celebrations

**Goal:** \$400,000 and a lot of awareness, all used to prevent HIV infections, support and empower people affected and infected by HIV/AIDS, and eliminate HIV/AIDS-related stigma.

**Contact:** Michael Sorensen, Director of Development  
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Walk line: 503.223.WALK (9255)  
[msorensen@cascadeaids.org](mailto:msorensen@cascadeaids.org)  
[www.cascadeaids.org](http://www.cascadeaids.org)



## Beneficiaries

Founded in 1983, Cascade AIDS Project (CAP) is the oldest and largest AIDS Service Organization in Oregon and Southwest Washington. In 2009, CAP was selected as one of the *Portland Business Journal's* Top 10 Most Admired Nonprofits in Oregon by 2,000 area CEOs. CAP's mission is *to prevent HIV infections, support and empower people affected and infected by HIV/AIDS, and eliminated HIV/AIDS-related stigma*. A few of the core programs offered by CAP include:

- Oregon AIDS/STI Hotline – fielding over 2,500 calls annually from throughout the state, the hotline also provides a robust on-line searchable database and live chat features
- Pivot -- Formerly the Men's Wellness Center, Pivot served more than 2,000 gay, bisexual and transgender male community members last year. Pivot focuses on providing culturally specific social and educational programming to advance the health and wellbeing of guys into guys remains the same. Stop in, have a coffee. Have a chat. Make a connection.
- CAP's Youth HIV Education – including Teen2Teen, in-school education, and community outreach provides education to thousands of kids each year throughout Oregon.
- Short- and Long-Term Housing Support – meeting the housing needs of over 650 HIV-infected individuals and provides more than \$800,000 in direct client assistance funds this current fiscal year.
- Family Support Services – encompassing Kid's Connection and Camp Starlight, serves over 120 HIV-affected and -infected children from throughout the region.



Other beneficiaries of AIDS Walk Portland 2011 include Martha's Pantry in Vancouver, WA and the following Portland-based organizations:



AIDS Walk Portland allows partnering Organizations (HIV Day Center, Martha's Pantry, Our House, Partnership Project and Quest) to retain 75% of all funds raised by their teams.

### Recent Prominent Corporate Sponsors of AIDS Walk Portland Include:



## Sponsorship Levels Available for 2011

Beyond sponsorship benefits listed within this package, all sponsors are recognized within Cascade AIDS Project's Council of Partners in both the agency's Annual Report and Art Auction Catalogue.



The Presenting Sponsorship opportunity is limited to only one corporate partner. For 2011, AIDS Walk Portland is proud to have Genentech serve as the Walk's Presenting Sponsor.

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Gold Sponsorship (\$10,000) (5 available) Up to 25% of sponsorship may be covered through provision of in-kind goods or services. While Nike, the Standard and Fred Meyer secured a Gold-level Sponsorship, two additional opportunities remain. Gold Sponsorship includes logo placement on CAP web-page, and front page placement in all print and all outdoor advertising.



**Fred Meyer**



Silver Sponsorship (\$5,000) A total of eight (8) opportunities are available at the Silver Level. We are grateful to welcome back FamilyCare, Inc and NW Natural. Sponsorship includes logo within all print, on AIDS Walk collateral and on select outdoor advertisements.



Route Hydration Station Sponsor (\$2,500) A total of six opportunities are available the this level. Beyond signage at hydration station, sponsorship includes placement of logo in *The Oregonian* ad.



Friend of the Walk (\$1,500) Unlimited opportunities exist at this level. Sponsorship includes two invites to the VIP Breakfast at Departure on top of the Nines Hotel, and a listing within *The Oregonian* ad.



**Deadline for sponsorship at the Gold, Silver, and Route Hydration levels is July 15, 2011. Friends of Walk Sponsors are open until August 28, 2011.**

## Visibility and Media Coverage for Sponsors

➤ In September, through a partnership with *The Oregonian*, a full page AIDS Walk Portland advertisement will be distributed to the Metro Area households. The advertisement will include logos for Gold, Silver and Route Hydration Sponsors.

# The Oregonian

➤ Beginning September 1, 2011, through the end of AIDS Walk (October 2, 2011), 25 Billboards marketing AIDS Walk Portland, including logos of both Presenting and Gold Level Sponsors, will be posted throughout the Portland metropolitan area. In 2010, via a survey completed by over 500 of the 11,000 individuals supporting AIDS Walk, 8% identified billboards as the reason they knew about AIDS walk. Additionally, CAP will secure ad space on the inside and outside of the Max and Tri-Met buses.



➤ On an annual basis, CAP's main web-site receives more than 60,000 visits by over 30,000 unique visitors. The main web-page will include a large ad for AIDS Walk, with Presenting and Gold level sponsors included on the main page. All other sponsors will be included in sub-pages under the AIDS Walk Portland domain.

[www.AIDSWalkPortland.org](http://www.AIDSWalkPortland.org)  
[www.CascadeAIDS.org](http://www.CascadeAIDS.org)

➤ Six weeks prior to AIDS Walk, 25,000 AIDS Walk over-sized postcards go to print. 12,000 of the cards will be distributed via US mail to past participants of the Walk, with the remaining brochures distributed in retail outlets throughout the Portland metropolitan area. Logos for Presenting, Gold, and Silver level sponsors will be included on the front of the cards, and Route Hydration sponsors included on the reverse.

➤ As the single largest gathering in Oregon to raise awareness about HIV and AIDS, AIDS Walk Portland consistently earns media coverage through-out local television, print and radio. Cascade AIDS Project works in close partnership with sponsors to leverage these opportunities to ensure maximum exposure. Efforts will include pitching specific stories to highlight corporate teams, and ensuring sponsor logos are visible on event banners, and other signage.

### Television Coverage

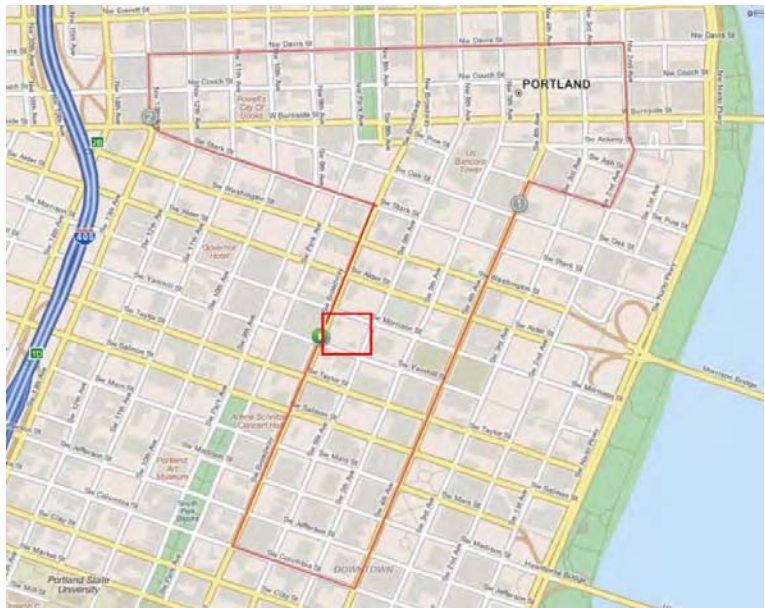


## Day of the Walk

**Route:** Building on the feedback collected from 550 completed surveys among last year's walkers, this year's AIDS Walk has a new route. The route runs 2.5 miles, begins and ends at Pioneer Square, and allows for full-street closures for the entire route.

The route goes through the heart of downtown, including China Town, Old Town and the Pearl District, and goes right past Cascade AIDS Project's, Jamison Square, and countless retail settings. For sponsors at the Presenting, Gold and Silver levels, their logos will be shown across the

bottom of the map in *The Oregonian*. Hydration route sponsors will have their logos placed on the route, and Friends of the Walk will be identified by name on the AIDS Walk route map.

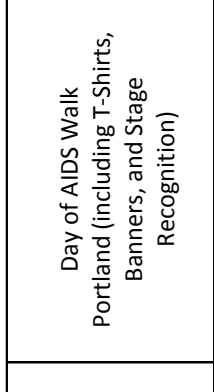


**VIP Breakfast:** Once again, Departure on top of the Nines Hotel and overlooking Pioneer Square, will serve as the site for the AIDS Walk Portland VIP Breakfast. All Walkers raising in excess of \$1,000, as well as sponsors, local dignitaries, and other VIPs are treated to a breakfast from 8:30 to 10:15 AM the day of the Walk.

**Deadline for sponsorship at the Gold, Silver and Route Hydration level is July 15, 2011. Friends of Walk Sponsors may be accepted until August 28, 2011.**

For more information about AIDS Walk Portland or to become a sponsor please contact:

**Michael Sorensen**  
Director of Development  
503.278.3850  
msorensen@cascadeaids.org

	<p><b>Presenting</b></p>	<p><b>Gold (\$10,000)</b></p>	<p><b>Silver (\$5,000)</b></p>	<p><b>Route Hydration (\$2,500)</b></p>	<p><b>Friend of the walk (\$1,500)</b></p>
<p>AIDS Walk Portland Collateral (Billboards, brochures, advertisements)</p>	<ul style="list-style-type: none"> <li>• Logo embedded in AIDS Walk logo</li> <li>• Logo on 25 Billboards</li> <li>• Logo in all paid ads (Just Out, etc.)</li> <li>• Logo on front of AIDS Walk Brochure</li> <li>• Logo on Point-of-Purchase Displays &amp; Posters</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on 25 Billboards</li> <li>• Logo in all paid ads (Just Out)</li> <li>• Logo on front of AIDS Walk Brochure</li> <li>• Logo on Point-of-Purchase Displays and Posters</li> </ul>	<ul style="list-style-type: none"> <li>• Logo in all paid ads (Just Out)</li> <li>• Logo on front of AIDS Walk Brochure</li> <li>• Name on Point-of-Purchase Displays and Posters</li> </ul>	<ul style="list-style-type: none"> <li>• Logo in all paid ads (Just Out)</li> <li>• Logo on inside panel of AIDS Walk Brochure</li> <li>• Name on Point-of-Purchase Displays and Posters</li> </ul>	<ul style="list-style-type: none"> <li>• Name listed in select paid advertisements (Just Out)</li> </ul>
<p><i>The Oregonian</i> And Tri-Met Ads</p>	<ul style="list-style-type: none"> <li>• Logo embedded in AIDS Walk logo</li> <li>• Logo featured on front page of ads</li> <li>• Logo featured on AIDS Walk Route map</li> </ul>	<ul style="list-style-type: none"> <li>• Logo featured on front page of ads</li> <li>• Logo featured on AIDS Walk Route map</li> </ul>	<ul style="list-style-type: none"> <li>• Logo featured on ads</li> <li>• Logo featured on AIDS Walk Route map</li> </ul>	<ul style="list-style-type: none"> <li>• Logo featured on AIDS Walk Route map.</li> </ul>	<ul style="list-style-type: none"> <li>• Name listed in ads and business shown on AIDS Walk Map (if applicable)</li> </ul>
<p>Websites, Electronic Communications, and CAP's Council of Partners</p>	<ul style="list-style-type: none"> <li>• Logo embedded in AIDS Walk logo</li> <li>• Logo featured on CAP home-page and AIDS Walk home-page.</li> <li>• Featured in one weekly e-news to all walkers</li> <li>• Logo on all e-communications</li> <li>• Listed in CAP Annual Report &amp; Art Catalogue within Council of Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Logo featured on CAP homepage and AIDS Walk homepage.</li> <li>• Featured in one weekly e-news to all walkers</li> <li>• Logo on all e-communications</li> <li>• Listed in CAP Annual Report and Art Catalogue within Council of Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Logo included on AIDS Walk sponsor-page.</li> <li>• Listed in CAP Annual Report and Art Catalogue within Council of Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Logo included on AIDS Walk sponsor-page.</li> <li>• Listed in CAP Annual Report and Art Catalogue within Council of Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Listed in CAP Annual Report &amp; Art Catalogue within Council of Partners</li> </ul>
<p>Day of AIDS Walk Portland (including T-Shirts, Banners, and Stage Recognition)</p>	<ul style="list-style-type: none"> <li>• Opening Ceremony Speaking Opportunity</li> <li>• Logo on Stage Banner</li> <li>• 10 Invites to VIP Breakfast</li> <li>• Logo embedded in AIDS Walk logo on all Walk T-Shirts (over 600)</li> <li>• Collateral inserted in 3,000 walker bags</li> </ul>	<ul style="list-style-type: none"> <li>• Opening Ceremony Speaking Opportunity</li> <li>• Logo on Stage Banner</li> <li>• 8 invites to VIP Breakfast</li> <li>• Top-logo placement on all Walk T-shirts (over 600)</li> <li>• Collateral inserted in 3,000 walker bags</li> </ul>	<ul style="list-style-type: none"> <li>• Opening Ceremony Recognition from Stage</li> <li>• Logo on Stage Banner</li> <li>• 6 invites to VIP Breakfast</li> <li>• Logo included on all Walk T-shirts</li> <li>• Collateral inserted in 3,000 walker bags</li> </ul>	<ul style="list-style-type: none"> <li>• Opening Ceremony Recognition from Stage</li> <li>• Banner/signage with corporate logo at hydration station.</li> <li>• 4 invites to VIP Breakfast</li> <li>• Logo included on all Walk T-shirts</li> <li>• Collateral inserted in 3,000 walker bags</li> </ul>	<ul style="list-style-type: none"> <li>• 2 invites to VIP Breakfast</li> </ul>