



2012 Bar Challenge

September 23, 2012
Pioneer Courthouse Square

I walk because...



Cascade AIDS Project's Bar Challenge - Overview:

AIDS Walk Portland seeks to engage Portland metro-area bars in the 4th **Annual Bar Challenge** in which bars and lounges will compete to raise critical funds for HIV prevention, care and support services. The team that raises the most money for AIDS Walk Portland will be recognized in our post-walk marketing efforts as the *Bar Challenge Champion* and will receive exclusive rights to:

- Host the **Post Event Awards Party**. We will recognize the top fund raisers and top fund raising teams as well as sponsors on this night to be held approximately one week after the walk. CAP will work with the winner on securing high profile entertainment.
- Be the official Point of Action for **AIDS Walk Portland 2013 Bar Crawl** pre event
AND
- Receive **Gold Level Sponsor** recognition in all of 2013 materials (valued at \$12,500)

Cascade AIDS Project (CAP) recognizes the critical role of our community partners in creating solutions to this pandemic. We know that our community bars serve not just as a nexus for gathering and disseminating information, but also as a force for change. Community bars like yours have been at the very heart of positive change from the days of Stonewall to today's unique and challenging times. We're grateful for all you have contributed and once again we ask for your partnership and participation!

Rules and How to Register:

1. Any bar or lounge, open and supportive to the GLBTQ community, may enter.
 - To register: create your team through the "register" button at www.aidswalkportland.org.
 - Team name: must include the words "Bar Challenge" followed by the bar or lounge name to ensure entry into the competition (e.g. Bar Challenge – CAP Lounge)
2. Winner of the challenge will be selected based on the single team that raises the most money.
 - All donations must be paid online or turned in to CAP's Office by **September 28, 2012** to qualify for winning the *Bar Challenge*.
 - Cash and check donations can be dropped at CAP's office weekdays 9:00 am – 5:00 pm, at 208 SW Fifth Ave., Suite 800, Portland OR, 97204.
 - **The winning business will be announced October 1, 2012.**
3. What if some of your team can't attend? They can become a **Sleep Walker** and still help your team! They'll register, and raise funds just as if they were attending, and we'll mail them an AIDS Walk t-shirt after the event if they raise \$100.

Cascade AIDS Project is available to assist all teams. Whether it's providing Walk brochures, posters for your bar with your logo and participation in the *Bar Challenge* highlighted, or tabling one night for your patrons...just give us a call (contact information on other side) and we will help your team succeed.

Cascade AIDS Project

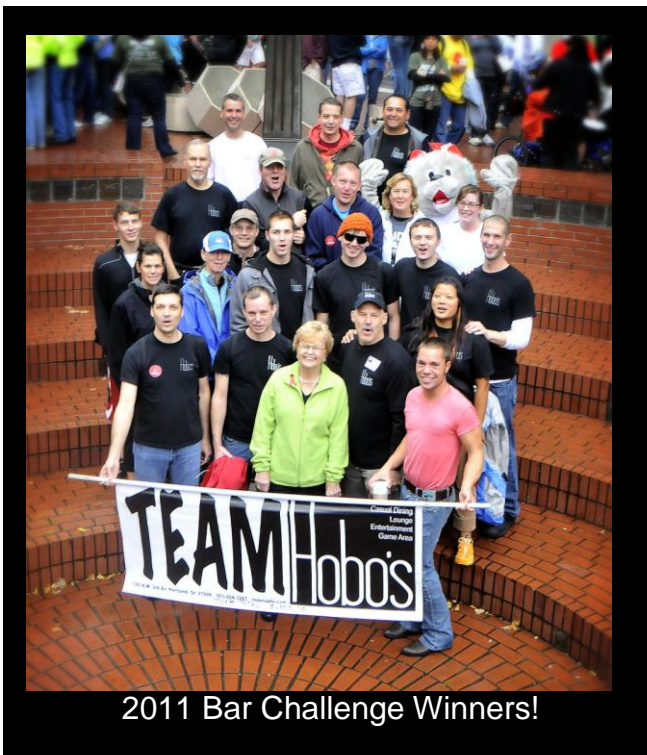


Join us!

AIDS Walk Portland Overview:

On September 23, 2012, the **26th Annual AIDS Walk Portland**, a 2.5 mile walk and rally will take place in Pioneer Courthouse Square. The event opens at 9:00 am with festivities, breakfast, registration and entertainment. After a brief program at 10:30 am, AIDS Walk steps off at 11:00 am.

Form an AIDS Walk Portland team with co-workers, ask your friends, include your family... and join with 11,000 others committed to making a difference. AIDS Walk is an excellent opportunity for team building with co-workers and will give your business exposure. Your team name will appear on the Walk website with a link to your customized team page. Raise further visibility the day of the Walk by wearing your bar's t-shirt and carrying signs and banners.



2011 Bar Challenge Winners!

*Every 9 ½ minutes
a new infection
occurs in the US.
Step forward...
Take a stand...
And join us as we
make a difference
in the fight against
HIV and AIDS.*

Your participation will ensure that Cascade AIDS Project (CAP) and other AIDS service organizations in our community can continue to provide critical programs for HIV prevention and care and support services throughout Oregon and SW Washington. AIDS Walk Portland has raised almost \$5 million over its 25-year history with the help of community – like you – working to raise awareness, offering education, eradicating stigma and continuing to fight this pandemic.

Cascade AIDS Project (CAP) Overview

CAP, the oldest and largest AIDS Service Organization in Oregon and SW Washington, is the primary recipient of funds raised at AIDS Walk Portland; however, other beneficiaries include Our House of Portland, Martha's Pantry, HIV Day Center, Partnership Project, and Quest Center for Integrative Health.

Fifty percent of new HIV infections nationwide are among men who have sex with men. In Oregon, this number is closer to 75%. The gay/bisexual community continues to bear the brunt of the disease. CAP's mission is to prevent HIV infections, support and empower

people affected and infected by HIV/AIDS, and eliminate HIV/AIDS-related stigma.

For more information on CAP's AIDS Walk Portland Bar Challenge, or to obtain posters, brochures and other tools to help your team, please contact:

Bar Challenge Lead
Events@cascadeaids.org
(503) 278-3856

Challenge Ambassadors
ashayde@cascadeaids.org
(503) 278-3854

www.aidswalkportland.org