

# WALK & 5K TO END HIV

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## OCTOBER 27 - 2018

### Sponsorship Opportunities



WHITMAN-WALKER HEALTH

# WALK & 5K TO END HIV

**SATURDAY OCTOBER 27, 2018 | WALKTOENDHIV.ORG**  
Freedom Plaza, Washington, D.C.

The **Walk & 5K to End HIV** is an annual walk and 5K timed run benefiting Whitman-Walker Health. This year, the Walk (formerly known as AIDS Walk Washington) is proud to celebrate **32 years** of raising much needed awareness and funds to help provide high-quality, comprehensive and accessible health care to those infected with or affected by HIV and AIDS.

In its 31-year history, the Walk has raised more than \$25 million and attracted more than 200,000 participants. Each year, an average of 6,000 walkers and runners participate in what is the D.C. region's single largest community event focused solely on the HIV epidemic.

Our partners will benefit from meaningful exposure through the Walk & 5K to End HIV campaign which generates over **10 million** media impressions across a variety of platforms including digital, broadcast TV, radio and print. We are proud to note that **NBC4** has been our broadcast partner since the Walk's inception. A variety of opportunities exist to highlight our sponsors and their support of the event and the community. Sponsors may be featured on: event signage and t-shirts; newspaper, magazine and online advertisements; the Walk & 5K to End HIV website and social media platforms; and many other innovative and high-profile marketing vehicles.

HIV remains an epidemic in D.C. and Whitman-Walker Health focuses on services and education designed to prevent transmission of the virus and provide care to those who are infected. The **Walk & 5K to End HIV** is a vital part of ensuring we have the resources to continue our support of at-risk and HIV-positive populations.

## **Status of HIV in the D.C. Region**

- More than 1.2 million people in the United States are living with HIV, and almost 1 in 8 (12.8%) are unaware of their status.
- 16,423 residents of Washington, D.C. (2.5% of the D.C. population) are living with HIV. This exceeds the World Health Organization's definition of 1% as a generalized epidemic.
- Approximately 6.0% of residents aged 40 to 49 years and 6.7% of residents aged 50 to 59 years are living with HIV.
- Men in D.C. continue to be disproportionately affected by HIV; men represent 47% of the District's population, but over 70% of HIV diagnoses.
- Between 2009 and 2013, the majority of new HIV cases were diagnosed between the ages of 20-29 (28.5%), followed by cases aged 40-49 (23.4%) and aged 30-39 (23.2%)

## How Whitman-Walker Health Addresses the HIV Epidemic

- Provides comprehensive outpatient medical services, including dental care.
- Offers at-cost HIV-related medications through an on-site pharmacy that fills more than 20,000 prescriptions a year.
- Gives legal support to clients, including public benefits assistance, estate planning, discrimination litigation, elder law for the aging HIV-positive population and more.
- Offers treatment adherence services, insurance navigation and public benefits assistance to more than 2,000 clients.
- Improves mental health through counseling and addiction services.
- Administers thousands of free HIV tests every year (more than 9,000 in 2015 alone).
- Conducts cutting-edge scientific research on HIV and STD treatment and prevention.
- Prescribes pre-exposure prophylaxis (PrEP) and offers post-exposure prophylaxis for HIV prevention to patients who need it.

## About Whitman-Walker Health

Established in 1978, Whitman-Walker Health is a non-profit, community-based health care provider serving greater Washington most in-need residents with a special expertise in LGBT and HIV care. Services in our four locations include primary medical and dental care; nutrition; mental health and addiction counseling and treatment; HIV education, prevention and testing; legal; and medical adherence case management.

Named as one of the 20 Top HIV Charities in 2015 (*About.com*), our work is designed around the fundamental values of affirmation, vibrancy, dignity, and respect.



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## Sponsorship Opportunities

### Presenting Partner (\$50,000)

- Industry category exclusivity
- Listed with event title as follows:  
Walk to End HIV — Presented by (sponsor logo)
- Logo placement as Presenting Partner in the following event items:
  - Signage
  - Website
  - T-shirts
  - Advertisements (print & web)
- Listing in event-related news releases
- Complimentary team member event registrations
- License to use Walk to End HIV logo throughout 2018
- Exhibition booth near the main stage and Walk step-off point
- Recognition at event during stage program
- Opportunity for CEO or designee to address event attendees during stage program
- Feature article in Whitman-Walker Health's newsletter, Pulse (distribution of 20,000)
- Listing in Whitman-Walker Health's Annual Report

# Sponsorship Opportunities

## Walk Partner (\$25,000)

- Logo placement as Walk Partner in the following event items:
  - Signage
  - Website
  - T-shirts
  - Advertisements (print & web)
- Listing in event-related news releases
- Complimentary team member event registrations
- License to use Walk to End HIV logo throughout 2018
- Recognition at event during stage program
- Mention in Whitman-Walker Health's newsletter, Pulse (distribution of 20,000)
- Listing in Whitman-Walker's Annual Report

## Red Ribbon Partner (\$10,000)

- Logo placement as Red Ribbon Partner in the following event items:
  - Signage
  - Website
  - T-shirts
  - Advertisements (print & web)
- Listing in event-related news releases
- Complimentary team member event registrations
- Recognition at event during stage program
- Listing in Whitman-Walker Health's Annual Report

# Sponsorship Opportunities

## **Platinum Partner (\$7,500)**

- Logo placement as Platinum Partner on event website and t-shirt
- Complimentary team member event registrations
- Listing in Whitman-Walker Health's Annual Report

## **Gold Partner (\$5,000)**

- Listing as Gold Partner on event website and t-shirt
- Complimentary team member event registrations
- Listing in Whitman-Walker Health's Annual Report

## **Silver Partner (\$2,500)**

- Listing as Silver Partner on event website
- Complimentary team member event registrations
- Listing in Whitman-Walker Health's Annual Report

## **Bronze Partner (\$1,000)**

- Listing as Bronze Partner on event website
- Complimentary team member event registrations
- Listing in Whitman-Walker Health's Annual Report

## **Copper Partner (\$500)**

- Listing as Copper Partner on event website
- Complimentary team member event registrations
- Listing in Whitman-Walker Health's Annual Report



## SPONSORSHIP COMMITMENT FORM

Sponsor Company/Organization Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### LEVEL OF SPONSORSHIP

- Presenting Partner—\$50,000     Walk Partner—\$25,000     Red Ribbon Partner—\$10,000  
 Platinum Partner—\$7,500     Gold Partner—\$5,000     Silver Partner—\$2,500  
 Bronze Partner—\$1,000     Copper Partner—\$500

### PAYMENT TYPE AND INFORMATION

Credit Card

Card Type:  VISA     MC     AMEX     Discover

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC \_\_\_\_\_

Check

Please make checks payable to:

Whitman-Walker Health (EIN #52-1122122)

Attn: Dave Mallory

1342 Florida Ave, NW

Washington, D.C. 20009

Please Invoice Me

