

# WALK & 5K TO END HIV

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## OCTOBER 27 - 2018

LCC Sponsorship Opportunities



WHITMAN-WALKER HEALTH



## 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 30-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. 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.

### 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.

### Why We Need Your Participation in the Legal Community Campaign

More than 43 law firms and law schools have participated in the past to raise money for Whitman-Walker's Legal Services Program. Teams and law firm/corporate sponsorships are critical to the success of this signature fundraising event.

### Establishing a Walk team for your law firm, law office, company or law school will:

- Build morale and camaraderie.
- Honor and support those affected by HIV.
- Educate the community and bring attention to the crisis in the DC area.
- Provide legal assistance to many hundreds of individuals and families living with HIV to help them obtain the medical care they need, keep their jobs or obtain income support if too sick to work, protect their rights and plan for the future
- Provide exposure of your team to thousands of participants.
- Surely be fun for all!





## SPONSORSHIP LEVELS

### Leadership Partner (\$15,000)

- Prominent logo placement in the following:  
Washington Lawyer (1 full-page post event ad)
- Logo placement as Leadership Partner in the following event items:
  - Signage    -T-shirts
  - Website    -Advertisements (print, internet, etc.)
- Listing in event-related news releases
- Complimentary team registration (**unlimited**)
- Recognition at event ceremony
- Mention in Whitman-Walker Health newsletters
- Society News (major donors)
- Life Lines (donors, clients, and supporters)
- Listing in Whitman-Walker Health's annual report

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

- Logo placement in the following:  
Washington Lawyer (1 full-page post event ad)
- Logo placement as Red Ribbon Partner in the following event items:
  - Signage    -T-shirts
  - Website    -Advertisements
- Listing in event-related news releases
- Complimentary team registration (**unlimited**)
- Recognition at event ceremony
- Listing in Whitman-Walker Health's annual report

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

- Logo placement in the following:  
Washington Lawyer (1 full-page post event ad)
- Logo placement on t-shirt and website
- Complimentary team registration (**300** members)
- Listing in Whitman-Walker Health's annual report

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

- Logo placement in the following:  
Washington Lawyer (1 full-page post event ad)
- Listed as Gold Partner on t-shirt and on the event website
- Complimentary team registration (**200** members)
- Listing in Whitman-Walker Health's annual report

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

- Logo placement in the following:  
Washington Lawyer (1 full-page post ad)
- Listed as Silver Partner on the event website
- Complimentary team registration (**100** members)
- Listing in Whitman-Walker Health's annual report

### **Bronze Partner (\$1,000) - *For law firms and companies with 50 or fewer employees:***

- Listing in the following:  
Washington Lawyer (1 full-page post event ad)
- Listed as Bronze Partner on the event website
- Complimentary team registration (**50** members)
- Listing in Whitman-Walker Health's annual report

### **Copper Partner (\$500) - *For law firms and companies with 25 or fewer employees:***

- Listing in the following:  
Washington Lawyer (1 full-page post event ad)
- Listed as Copper Partner on the event website
- Complimentary team registration (**20** members)
- Listing in Whitman-Walker Health's annual report

*\*Confirmation must be received by September 26, 2018 to guarantee these benefits.*



## LCC Sponsorship Commitment

Sponsoring Firm/ Company Name: \_\_\_\_\_

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

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

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

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

### LEVEL OF SPONSORSHIP

- LCC Leadership Partner-\$15,000
- LCC Red Ribbon Partner-\$10,000
- LCC Platinum Partner-\$7,500
- LCC Gold Partner-\$5,000
- LCC Silver Partner-\$2,500
- LCC Bronze Partner-\$1,000- *For firms with 50 or fewer employees*
- LCC Bronze Partner-\$500- *For firms with 25 or fewer employees*

### 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: Lee Hicks  
1342 Florida Ave. Street NW  
Washington, D.C. 20009

**Please Invoice Me:**

