

30th Anniversary

AIDS

WALK

MIAMI

APRIL 22, 2018



SPONSORSHIP OPPORTUNITIES
PROMOTE YOUR BRANDS WHILE MAKING A DIFFERENCE

benefiting:

care resource

FOOD  **FOR LIFE**
A Subsidiary of Care Resource



30 YEARS OF COMMITTMENT!

On Sunday, April 22, 2018 Care Resource is presenting the 30th Annual AIDS Walk Miami 5K walk-a-thon fundraiser. Registration, Opening Ceremonies and Post-Walk Celebration will be held at Soundscape Park located at the New World Center at 500 17th Street in Miami Beach, Florida.

For the past 30 years, HIV care and treatment has been continuous. Even as current therapies have demonstrated both enormous power and distinct limitations, new generations of treatments are in development too. However, according to the Centers for Disease Control and Prevention, more than 125,000 people in Florida are still believed to be living with HIV. The HIV epidemic continues to grow and change and support from sponsors, participants and community partners is crucial.

This important yearly fundraiser helps Care Resource increase healthcare access, perform HIV and STI screenings; extend dental and behavioral health services, help Food-for-Life Network deliver meals to home-bound patients and more. Join us and become a corporate sponsor in 2018 as we take the next step in fighting HIV/AIDS. Sponsors may be featured on: point-of-purchase displays; posters; newspaper ads, magazine and online advertisements; the AIDS Walk Miami website and social media platforms; and many other innovative and high-profile marketing vehicles.

Care Resource is a 501(c) (3) nonprofit organization and a Federally Qualified Health Center (FQHC) with facilities in Midtown Miami, Little Havana, Miami Beach and Fort Lauderdale.

AIDSWALKMIAMI.ORG • APRIL 22nd, 2018 • Miami Beach, FL • 305.751.WALK (9255)

Become a Sponsor!

Tremendous Marketing Exposure to Highlight Your Support

- ✓ Logo features on 10,000 point of purchase displays and posters.
- ✓ Logo placements in print and web advertisements in publications with a cumulative circulation over 200,000.
- ✓ Logo inclusion in four-months of weekly E-communications to a database of over 15,000 subscribers.
- ✓ Inclusion of boosted company graphics, dedicated hashtags and information on multiple social media platforms with over 12,000 followers.
- ✓ Prospect of a company representative to address the pre-walk ceremonies with an audience of approximately 1,500 walkers.
- ✓ Logo and company representative presence on a live-feed video broadcast with an extended reach of over 20,000 social media impressions.
- ✓ A platform for direct marketing and face-to-face interaction to over 1,500 walkers as an exhibitor.
- ✓ Logo inclusion on over 2,000 t-shirts worn by walk participants.
- ✓ Route activation placement for brand recognition and face-to-face interaction to over 1,500 walkers.
- ✓ Develop relationships with local and national businesses, Government officials and community leaders.

***Multiple sponsorship packages are customizable to meet your interests and needs.**

JOIN OUR AMAZING SPONSORS



SPONSORSHIP BENEFITS



Website Placement	Presenting \$40,000	Emerald \$30,000	Opal \$10,000	Event \$5,000	Supporting \$2,500	Community \$1,000
Dedicated 3 month horizontal banner (980px x 383px) on homepage of aidswalkmiami.org						
Special 250 word article in the Newsroom section of either careresource.org or aidswalkmiami.org						
Logo and link on all popular pages of aidswalkmiami.org (scrolling logo sponsor box)						
Logo included in next e-sponsorship book in the downloads section of aidswalkmiami.org						
Recognition on next annual report for Care Resource located at careresource.org						
Company logo and link on sponsors page of aidswalkmiami.org						
Social Media Inclusion						
Cover Photo graphic takeover on Care Resource and AIDS Walk Miami social media sites for one week						
One boosted post with link and hashtag on Care Resource and AIDS Walk Miami social media sites						
One web post with graphic, link and hashtag on Care Resource and AIDS Walk Miami social media sites						
E-Newsletter Inclusion						
Logo with 50-100 word article in one issue of Care Resource's Healthy South Florida e-newsletter (quarterly)						
Special 250 word write-up in Sponsorship Highlight section of one AIDS Walk Miami e-newsletter (weekly)						
Logo inclusion on AIDS Walk Miami e-newsletter						
Listing inclusion on AIDS Walk Miami e-newsletter						
Print Benefits						
Logo included on the stage backdrop during the pre and post walk ceremonies at AIDS Walk Miami						
Logo included in the next AIDS Walk Miami sponsorship book mailed to LGBT friendly businesses						
Logo placement on AIDS Walk Miami commemorative t-shirts. (2,000 shirts)						
Logo on AIDS Walk Miami pledge forms and event posters (10,000 pledge forms)						
Listing on AIDS Walk Miami pledge forms and event poster (10,000 pledge forms)						
Video Benefits (including one boosted post to each social media sites)						
Logo included at conclusion of Walk Talk News live feed show (Feb-April 2018)						
Your company :30 sec commercial airs during the live feed show (Feb-April 2018)						
Invitation to appear as guest on one episode of Walk Talk News live feed show (Feb-April 2018)						
Other Benefits						
Recognition on next e-annual report for Care Resource e-mailed to Care Resource donors and supporters						
Recognition during opening ceremonies at AIDS Walk Miami						
Complimentary exhibition booth at AIDS Walk Miami post-walk event						

Sponsor benefits are afforded at time of fully executed agreement and based on production and print schedules. Donations of products or services are based on in-kind values and are calculated at 50% of advertised retail value. Social media sites include Care Resource Facebook (3,000 followers) and AIDS Walk Miami Facebook (8,000 followers)

30 Years of Progress and Commitment

The CDC reported a rare lung infection, *Pneumocystis carinii* pneumonia (PCP) in five young men in Los Angeles, California.

Research group at the National Cancer Institute, led by Dr. Gallo, identified a retrovirus as the likely cause of AIDS.

The U.S. Food and Drug Administration (FDA) licenses the first commercial blood test, ELISA, to detect antibodies to HIV in the blood.

The U.S. Food and Drug Administration (FDA) approves the first protease inhibitor. This ushers in a new era of highly active antiretroviral therapy (HAART).

The U.S. Congress enacts the Ryan White Comprehensive AIDS Resources Emergency (CARE) Act of 1990.

1981

1983

1984

1985

1988

1989

1990

1995

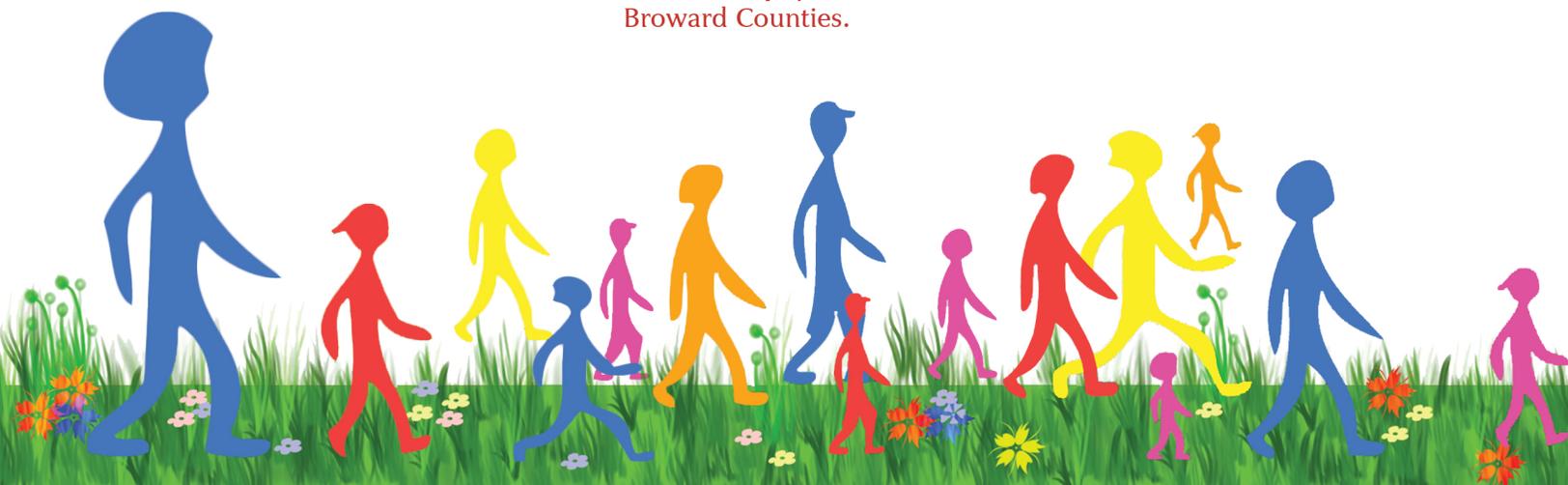
1998

Health Crisis Network (HCN) was formed to provide a response to the epidemic with crisis intervention, social support and educational programs.

The South Florida community unites for the first ever AIDS Walk Miami walk-a-thon fundraiser.

Health Crisis Network (1983) and Community Research Initiative (1989) merge to form Care Resource, South Florida's oldest and largest HIV/AIDS service organization.

Community Research Initiative (CRI) was founded and pioneered the implementation of community-based clinical trials through its network of physicians across Miami-Dade and Broward Counties.



The Millennium Vaccine Initiative is launched to create incentives for developing and distributing vaccines against HIV, TB, and malaria.

The U.S. Food and Drug Administration (FDA) grants tentative approval to a generic co-packaged anti-retroviral drug regimen for use under the U.S.'s President's Emergency Plan for AIDS Relief (PEPFAR).

The Patient Protection and Affordable Care Act is passed to expand access to care and prevention for all Americans but offers special protections for those living with chronic illnesses, like HIV.

The CDC amended its guidelines for HIV prevention recommending pre-exposure prophylaxis with ruzada to high infection risk populations.

The CDC announces that more than 90% of new HIV infections in the US could be prevented by diagnosing people living with HIV and ensuring they receive prompt, ongoing care and treatment.

1999 2000 2004 2005 2009 2010 2012 2015 2018

Primary medical care was implemented at Care Resource, creating a system to rapidly and effectively triage those identified as HIV positive into a comprehensive system for medical care and supportive services.

Care Resource acquires Food For Life Network, a food bank dedicated to feeding men, women and children who have been affected by HIV/AIDS since 1987.

Care Resource becomes a Federally Qualified Health Center (FQHC) offering general primary care services to the whole South Florida community.

AIDS Walk Miami enters its thirtieth year to prevent new HIV infections, maximize the health outcomes of those infected, and to end the epidemic in South Florida.





Help ensure access to medical care for all those most in need!



Reach thousands of walkers!



Align with local organizations



Showcase good corporate citizenship





Visit aidswalkmiami.org and start your team EARLY!

Join the momentum!



Let's remain committed to the end.

Care Resource

Mission

Through education, prevention, research, care and treatment and support services, Care Resource improves upon the health and overall quality of life of our diverse South Florida communities in need.

Care Resource is a 501(c) (3) nonprofit organization and a Federally Qualified Health Center (FQHC) with facilities in Miami-Dade, Little Havana-(Miami-Dade), Miami Beach and Fort Lauderdale.

What sets Care Resource far beyond its usual definition is by providing comprehensive preventive services and screenings, and a range of social support services to address the needs of our pediatric, adolescent and adult populations with approaches that view patients as a whole.

Our Health Centers look at underserved areas as opportunity but most of all, we solve real health problems in our communities with new ideas that change lives.

Technology and facilities are a vital foundation for providing today's healthcare, but it is the people who work at Care Resource that really make the difference. Our team of dedicated professionals deliver Committed, Compassionate and Competent care which remains a unique asset to our community.

Health care services include Pediatric, Dental, Gynecological, General adult primary care, Diagnostic laboratories, HIV primary care, health screenings, immunizations, voluntary family planning and referrals to obstetrical and other specialty care services. Support services include Case management, Outpatient mental health & substance abuse counseling, HIV & STI testing, outreach and nutrition.

Services provided at Care Resource are charged based on a sliding fee scale. With a sliding scale, fees associated with those services are reduced based on the individuals household income, making health care affordable to everyone. Our dedicated providers and staff bring meaning to "healthcare from the heart" every day. If you, or anyone you know is in need, please call upon us to serve you!

**For Media, Sponsorship and Booth inquires,
please contact:**

marketing@aidswalkmiami.org or call 305-751-WALK (9255)

"HIV/AIDS is still affecting people today and early detection and treatment can prolong lives for many. Let's all come together and walk, run or strut to raise funds. Side benefits include burning extra calories and meeting wonderful and dedicated people, while supporting your community!"

- Alina Zhukovskaya, Detox specialist and raw food chef



"This disease has touched so many in our community and around the world. We walk together in unity. We walk for a promising tomorrow when a cure will finally put an end to HIV and AIDS."

- David Bromstad, Artist, Designer and Television Personality, 2015 AIDS Walk Miami Grand Marshal

"Fundraising efforts like this help raise awareness, bring hope and build a sense of community. Many People living with HIV/AIDS in our community simply cannot afford medical care and treatment and need our help."

- Alexia Echevarria, Real Housewives of Miami Star, 2014 AIDS Walk Miami Grand Marshal.



"The state of the epidemic continues to grow and change. The support of the community for HIV education, prevention, research and treatment is crucial. Join Care Resource as the health center hosts the 30th Annual AIDS Walk Miami."

- Rick Siclari, CEO, Care Resource

"We should be mindful of the risk of HIV/AIDS year round. By knowing your status, you can take control and help put an end what to what is still a national public health crisis. I encourage everyone to get tested and become involved."

- Congresswoman Ileana Ros-Lehtinen 2016 AIDS Walk Miami Grand Marshal



"AIDS Walk Miami is an opportunity for the Miami Beach community to unite, become more educated about HIV/AIDS, better guard their health and minimize the impact of living with the virus. Together, we can reduce and stop the spread of this epidemic!"

- Robbin Simmons, Emmy award-winning reporter, 2015 and 2016 AIDS Walk Miami Master of Ceremonies

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aidswalkmiami.org

4/22/2018

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305-751-WALK (9255)



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Miami Beach Offices

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benefiting:

care resource

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