

SPONSORSHIP OPPORTUNITIES

PROMOTE YOUR BRAND, WHILE MAKING AN IMPACT

31st Annual
AIDS
WALK
MIAMI
AIDSWALKMIAMI.ORG

APRIL 28TH, 2019

benefiting:
care resource
Your Community's Source
for Healthcare

FOOD  FOR LIFE
A Subsidiary of Care Resource

AIDSWALKMIAMI.ORG

Let's Make an #IMPACT
Together!





benefiting:
care|resource
Your Community's Source
for Healthcare

FOOD  **FOR LIFE**
A Subsidiary of CareResource



31 YEARS OF IMPACT

The 31st Annual AIDS Walk Miami kicks off on April 28, 2019.

AIDS Walk Miami is a 5K (3.1 mile) walk-a-thon fundraiser benefiting Care Resource and its Food for Life Network. The fundraiser amplifies awareness of the impact HIV/AIDS continues to have on our community by honoring those living with the disease and memorializing those who have passed on.

South Florida continues to have the highest rates of new HIV cases in the country—three times the national average. There are an estimated 44,500 people living with HIV in South Florida, most of whom suffer a high degree of health disparities because of impaired access to primary care and specialized medical services, and food insecurity.

The funds raised by AIDS Walk Miami will allow Care Resource and its Food for Life Network to continue to provide critical help to more than 17,000 individuals annually who depend on their essential services.

Make An #Impact



FLORIDA
CONGRESSWOMAN
DONNA SHALALA
2019 MASTER OF
CEREMONIES

"It is an honor to serve as the Master of Ceremonies for AIDS Walk Miami on April 28 at Soundscape Park in Miami Beach. Advances in treatment and new prevention strategies have now made "Getting to Zero" - zero new infections, zero deaths, zero stigma - an achievable goal! Getting to zero still requires the efforts of everybody. Participation is critical to increasing awareness, fighting stigma, and raising funds to support the most vulnerable people living with HIV/AIDS in South Florida."

Let's make an IMPACT together.

Congresswoman Donna Shalala



"Miami-Dade County is ranked one of the highest in the country for the number of new HIV and AIDS cases. That needs to change.


This walk is a key part of that effort."

MIAMI BEACH MAYOR
DAN GELBER - 2018 MASTER OF CEREMONIES



BECOME A SPONSOR

- ✓ Logo featured on 10,000+ of pledge forms and event posters.
- ✓ Logo placements in print and web advertisements in publications with a cumulative circulation over 200,000.
- ✓ Logo inclusion in three months of weekly e-communications to a database of over 15,000 subscribers.
- ✓ Inclusion of boosted company graphics, dedicated hashtag 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+ participants.
- ✓ Logo and company representative presence on the weekly Walk Talk
- ✓ News social media broadcast with an extended reach of over 20,000 impressions.
- ✓ A 10x10 exhibition booth allowing for direct marketing and face-to-face interaction to over 1,500 participants.
- ✓ Logo included on over 2,000 t-shirts worn by walk participants.
- ✓ Route activation placement as a hydration station for brand recognition and face-to-face interaction with over 1,500+ participants.
- ✓ Develop relationships with local and national businesses, government officials and community leaders.



Multiple sponsorship package are customizable to meet your interests and needs!

JOIN OUR PREVIOUS SPONSORS

MIAMI BEACH



STARBUCKS®

Walgreens
Trusted since 1901™

BOUCHER  BROTHERS

 ATLANTIC
broadband

Comcast
SPOTLIGHT.

★ macy's

CLEAR
HEALTH ALLIANCE
Offered by  Simply
healthcare

WELLS
FARGO



SAFAR

MIAMI
SEAQUARIUM


Mount
Sinai



 Quest
Diagnostics™


Operated by DECOBIKE LLC


ROYAL
LATEX CONDOMS



AND OTHERS...



SPONSORSHIP BENEFITS

Day of Event

- 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

Website Placement

- Logo included as "Presented by" on aidswalkmiami.org web banner
- Recognition on next annual report for Care Resource located at careresource.org
- 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
- Company logo and link on sponsors page of aidswalkmiami.org

Social Media Inclusion

- Logo included with "AIDS Walk Miami" logo as "Presented by" on AIDS Walk Miami social media sites
- 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 included with "AIDS Walk Miami" logo as "Presented by" e-newsletter
- 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
- Company listing included on AIDS Walk Miami e-newsletter


Print Benefits

- Logo included with "AIDS Walk Miami" logo as "Presented by" on all print material
- 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)

Video Benefits (including one boosted post to each social media sites)

- All episodes PRESENTED by with your company logo, tagline and one 30sec advertisement each show
- Your company :30 sec commercial airs during the live feed show (Feb-April 2019)
- One complimentary: 30 sec commercial during the Walk Talk news show (Feb-April 2019)
- Logo included as "Sponsored by" at conclusion of Walk Talk News feed show (Feb-April 2019)
- Invitation to appear as guest on one episode of Walk Talk News live feed show (Feb-April 2019)

Sponsor benefits are afforded at time of fully executed agreement and based on production values and are calculated at 50% of advertised retail value. Social media sites include Care





Care Resource is one of the oldest and largest organizations in South Florida dedicated to serving those suffering with or affected by HIV/AIDS. We remove barriers to access, and ensure that individuals living with HIV/AIDS can receive the continuum of care they need. We are a 501(c)(3) nonprofit organization and designated as a Federally Qualified Health Center (FQHC) with four (4) locations in Midtown Miami, Little Havana, Miami Beach, and Fort Lauderdale. We are open to all, regardless of ability to pay.

Comprehensive health and support services are provided to address the full health care needs of our pediatric, adolescent and adult populations, including: primary and dental care, behavioral health, health screenings, HIV prevention services, case management, and other specialty care services.

Care Resource's **Food for Life Network** provides meals, groceries, nutritional and food safety education to children and adults living with HIV/AIDS, as well as others living with chronic illness and those with emergency food assistance needs. Our goal is to eliminate malnutrition and starvation, and we are the only Ryan White Part A funded provider of food bank groceries for persons living with HIV/AIDS in Miami-Dade County. Since our founding in 1987, FFLN has assisted over 15,000 clients and delivered more than two million meals.

Event Information

Registration and Opening Ceremonies
begin at 8:00 AM

The Walk begins promptly at 9:00 AM (*Rain or Shine*)

Post-Walk Celebration begins at 9:30 AM

Soundscape Park
400 17th Street
Miami Beach, Florida 33139



FOR MEDIA - SPONSORSHIP AND BOOTH INQUIRES PLEASE CONTACT
INFO@AIDSWALKMIAMI.ORG
OR
CALL 305.751.WALK (9225)

Connect with us:



@AIDSWalkMiami



www.AIDSwalkmiami.org

info@AIDSwalkmiami.org
305.751.WALK(9255)

Care Resource

Midtown Miami

3801 Biscayne Blvd. – 2nd Fl.
Miami, FL 33137
T: 305.576.1234

Little Havana

1901 S.W. 1st St. – 3rd Fl.
Miami, FL 33135
T: 305.534.0503

Miami Beach

1680 Michigan Ave. – Suite 912
Miami, FL 33137
T: 305.203.5230

Fort Lauderdale

871 West Oakland Park Blvd.
Fort Lauderdale, FL 33311
T: 954.567.7141

Food for Life Network

Miami

3400 NE 2nd Ave.
Miami, Florida 33137
T: 305.576.FOOD (3663)