



# SPONSORSHIP OPPORTUNITIES



Are **U** in the Conversation?

**JOIN US FOR  
THE BALTIMORE AIDS WALK  
& MUSIC FESTIVAL**

JUNE 9, 2019 - POWER PLANT LIVE!



## HIV ENDS WITH US

### Become a Baltimore AIDS Walk & Music Festival Sponsor

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Now in its fifth year, the Baltimore AIDS Walk could not be a success without the generosity and support of our corporate, local business and community organization partners. With your help, we can end the impact of HIV in Baltimore and Maryland by expanding the education, testing, prevention, and treatment programs of Chase Brexton Health Care and its Community Partners.

Sponsoring the Baltimore AIDS Walk & Music Festival offers affiliation with a well-known cause, and provides an excellent return on investment through some of the following:

- Over 1,500 unique visitors through internet, media and marketing campaign
- Approximately 500 fundraising runners/walkers
- Approximately 20,000 website hits
- Statewide and local media and advertising outreach/campaign

Your support of the 2019 Baltimore AIDS Walk & Music Festival will help strengthen and expand programs that pledge to change the course of HIV and bring it to ZERO.

If your organization is interested in joining us as a sponsor, or would like to discuss a customized sponsor package, please contact us at [info@baltimoreaidswalk.org](mailto:info@baltimoreaidswalk.org).

We look forward to working with you in the months ahead to make sure the Baltimore AIDS Walk & Music Festival is a success.

## Undetectable = Untransmittable

### Are U in the Conversation?

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Undetectable = Untransmittable (U=U) is a global campaign that is sharing the message that people living with HIV who take their medications and maintain an undetectable viral load cannot transmit HIV to their sexual partners. This year, Chase Brexton is proud to partner with the Baltimore City Health Department in bringing the U=U message to the 2019 Baltimore AIDS Walk & Music Festival.

For more information, facts and to get involved with U=U, please visit [uequalsmaryland.org](http://uequalsmaryland.org).



## SPONSORSHIP OPPORTUNITIES

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### Presenting Sponsor (\$25,000)

*Exclusive official presenting sponsor of the 2019 Baltimore AIDS Walk & Music Festival*

- Receives title recognition: Baltimore AIDS Walk & Music Festival, Presented by..."
- Lunch with Chase Brexton's CEO, Patrick Mutch
- Opportunity for CEO or designee to address event attendees during opening ceremonies
- Recognition from featured band during music performance
- Exhibition booth in AIDS Walk & Music Festival photo booth
- License to use AIDS Walk & Music Festival logo throughout 2019
- Recognition in paid advertising, press releases, Walk & Music Festival email communications and Chase Brexton newsletter
- Featured post of Chase Brexton on social media for 2 weeks before and 1 week following event
- Logo placement on AIDS Walk & Music Festival event signage, photo booth pictures, t-shirt and event website
- 20 complimentary tickets to VIP section
- 20 complimentary registrations to AIDS Walk & Music Festival
- Logo featured as Corporate Partner in Chase Brexton's Annual Report



## SPONSORSHIP OPPORTUNITIES

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### AIDS Walk Route Sponsor (\$20,000)

*Official sponsor of the 2019 Baltimore AIDS Walk Route*

- Recognition as AIDS Walk Route sponsor on route materials
- Opportunity for CEO or designee to address event attendees during opening ceremonies
- Exhibition space at AIDS Walk turn-around point at Rosh Field
- Recognition in press releases, press related items, communications and Chase Brexton newsletters
- Logo placement on event signage, t-shirt and website
- 15 complimentary tickets to VIP section
- 15 complimentary registrations to AIDS Walk & Music Festival
- Logo featured as Corporate Partner in Chase Brexton's Annual Report, if second consecutive year supporting a Chase Brexton signature event



## **SPONSORSHIP OPPORTUNITIES**

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### **Music Festival Sponsor (\$20,000)**

*Official sponsor of the 2019 Baltimore AIDS Music Festival Stage & VIP Section*

- Recognition as Music Festival sponsor
- Opportunity for CEO or designee to address event attendees during opening ceremonies
- Sponsor-themed cocktail for VIP section
- Exhibition booth in AIDS Walk & Music Festival footprint
- Recognition in press releases, Walk-related email communications and Chase Brexton newsletters
- Logo placement on event signage, t-shirt and website
- 15 complimentary tickets to VIP section
- 15 complimentary registrations to AIDS Walk & Music Festival
- Logo featured as Corporate Partner in Chase Brexton's Annual Report, if second consecutive year supporting a Chase Brexton signature event



## SPONSORSHIP OPPORTUNITIES

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### **Platinum Partner (\$15,000)**

*Sponsor of the AIDS Walk Tavern*

- Prominent logo placement at the AIDS Walk Tavern
- Exhibition booth in AIDS Walk & Music Festival footprint
- Recognition in press releases and Walk-related email communications
- Logo placement on event signage, t-shirt and website
- 10 complimentary tickets to VIP section
- 10 complimentary registrations to AIDS Walk & Music Festival
- Logo featured as Corporate Partner in Chase Brexton's Annual Report, if second consecutive year supporting a Chase Brexton signature event

### **Gold Partner (\$10,000)**

*Sponsor of lunch given to all attendees*

- Prominent logo placement in the AIDS Walk lunch space
- Display table in AIDS Walk & Music Festival footprint
- Recognition in press releases and Walk-related email communications
- Logo placement on event signage, t-shirt and website
- 8 complimentary tickets to the VIP section
- 8 complimentary registrations to AIDS Walk & Music Festival
- Logo featured as Corporate Partner in Chase Brexton's Annual Report, if second consecutive year supporting a Chase Brexton signature event

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

*Sponsor of AIDS Walk Kid's Corner*

- Prominent logo placement at the AIDS Walk Kid's Corner
- Logo placement on event signage, t-shirt and website
- 6 complimentary tickets to AIDS Walk & Music Festival VIP section
- 6 complimentary registrations to the AIDS Walk & Music Festival
- Listing in Chase Brexton Health Care's Annual Report

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

*Sponsor of the AIDS Walk Donation Station*

- Prominent logo placement at the AIDS Walk Donation Station
- Logo placement on event signage, t-shirt and website
- 4 complimentary registrations to the 2019 AIDS Walk & Music Festival
- Listing in Chase Brexton Health Care's Annual Report

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

- Name listed on event t-shirt and website
- 2 complimentary registrations to the 2019 AIDS Walk & Music Festival
- Listing in Chase Brexton Health Care's Annual Report

### **Ruby Laces (\$500)**

- Company listing on website
- 1 complimentary registration to the 2019 AIDS Walk & Music Festival
- Listing in Chase Brexton Health Care's Annual Report



## SPONSORSHIP FORM

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### SPONSORSHIP LEVEL

- |   |   |
|---|---|
| <input type="checkbox"/> Presenting Sponsor (\$25,000) <b>SOLD!</b> | <input type="checkbox"/> Silver Partner (\$5,000) |
| <input type="checkbox"/> Walk Route Sponsor (\$20,000)              | <input type="checkbox"/> Bronze Partner (\$2,500) |
| <input type="checkbox"/> Music Festival Sponsor (\$20,000)          | <input type="checkbox"/> Copper Partner (\$1,000) |
| <input type="checkbox"/> Platinum Partner (\$15,000)                | <input type="checkbox"/> Ruby Laces (\$500)       |
| <input type="checkbox"/> Gold Partner (\$10,000)                    |   |

Company \_\_\_\_\_

Contact Name(s) \_\_\_\_\_

Address \_\_\_\_\_

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

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

I have enclosed a check payable to Chase Brexton Health Care in the amount of \$ \_\_\_\_\_

I would like to make a payment via credit card for the total amount of \$ \_\_\_\_\_

MasterCard  Visa  American Express  Discover

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

CW \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

*For inclusion of your logo on applicable AIDS Walk materials, please complete this form by May 15, 2019.*

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Please return form to [info@baltimoreaidswalk.org](mailto:info@baltimoreaidswalk.org)  
or by mail:

Chase Brexton Health Care, 1111 North Charles Street, Baltimore, MD 21201