Our Mission is to end the HIV/AIDS epidemic in Middle Tennessee. We work to achieve this through education, advocacy, care and support for those AT-RISK of or living with HIV.

YOUR IMPACT
For every dollar Nashville CARES receives, 95 cents goes to direct client care.
How is HIV affecting Middle Tennessee?

According to recent statistics, 1 in 103 Tennesseans are at risk for HIV/AIDS and 5,166 people are currently diagnosed with HIV/AIDS in Middle Tennessee.

Although people are living longer and fewer people die each year as a result of HIV/AIDS, Tennessee ranks 8th in the nation for AIDS related deaths.

25% of the cases in Tennessee are in the greater Nashville area, with 57% of cases in young people under the age of 35.

What Nashville CARES is doing to help end the HIV/AIDS epidemic.

With your sponsorship, Nashville CARES is able to offer services annually to 50,000 Middle Tennesseans at-risk of or living with HIV/AIDS, including HIV prevention education to more than 29,000 youth and adults; more than 10,000 free confidential HIV tests; and essential support services to 3,400 men, women, and children living with the disease.

BOARD OF DIRECTORS

Officers
Dr. Christopher Ott
President
Dr. Arash Yekrangi-Tajvid
Vice President
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Susan McDonald
Gilbert Ramirez
Ty Rushing

Rob Sikorski
Gerran Thomas
Damon Whiteside
LaCosta Wix
What Value Will Your Sponsorship Bring You?

How Do We Advertise?

**MEDIA ADS:** Nashville CARES targets regional magazines distributed throughout Nashville, such as, Nashville Scene, Out and About Nashville, nFocus, The East Nashvillian and Focus Middle Tennessee. As a Presenting sponsor your logo will be included in these ads.

**EARNED:** Our press releases and media advisories go out to all media outlets and all earned media will be given our Presenting Sponsor’s name to be included with mention of the event.

**ON-AIR MEDIA:** Nashville CARES targets regional radio and television to reach a broad constituent base.

**EMAIL:** All of our sponsors will be highlighted in our eBlasts that reach over 16,000 constituents. Email is one of the primary ways we reach out to our constituents and direct them to further information about all of our events. This includes our monthly eNewsletter.

**DIRECT MAIL:** We send invitations targeted to previous event participants and over 2,000 of our targeted supporters.

Social Media Presence

- Facebook page followers: **6,403**
- Average facebook page reach: **7,196 monthly**
- Twitter followers: **1,627**
- Instagram followers: **1,382**
- Email list size: **16,700+**
This year, NASHVILLE CARES will be celebrating its 35th Anniversary. 35 years of love, loss, progress, and hope in ending the HIV epidemic.

On Saturday, May 16, 2020 Nashville CARES will host its first annual Gala, celebrating the dawning of a new age of hope in ending the HIV epidemic in Middle Tennessee, within the next 5 years.

This black tie affair will include an inspirational program detailing the journey of Nashville CARES from the past, to the present, and onward - toward a bright future where HIV diagnoses are rare. Guests will enjoy an elegant dinner, unique entertainment, and can participate in both silent and live auctions. VIP tickets will be available.

This inaugural gala will be an evening of reflection, inspiration and community connection – an intersection of public and private health professionals, service providers, and donors, all focused on ending the epidemic. It will certainly be a night to remember!
2020 SPONSORSHIP TIERS

$25,000 PRESENTING SPONSOR

- Two Prominently placed tables of 10 with name recognition
- Access for 20 guests to the Pre-Event VIP Cocktail hour with valet service
- Onstage presence and/or recognition during the program
- Opportunity to provide branded event favor*
- Opportunity to have corporate display table during VIP cocktail hour*
- Logo included in all print advertisements
- Logo included in all mailed and printed gala invites
- Logo included in E-blast to over 16,000 CARES supporters
- One page full color ad in the gala program
- Prominent logo placement on gala webpage and event signage
- Exclusive slide with your corporate logo on rotating screen during the event
- Company recognition on social media outlets
- Company name included in all press releases and media advisories
- Special recognition in the annual report

$15,000 ANNIVERSARY SPONSOR

- Two prominently placed tables of 10 with name recognition
- Access for 20 guests to the Pre-Event VIP Cocktail hour
- Onstage recognition during the program
- Logo included in all mailed and printed gala invites
- Logo included in E-blast to over 16,000 CARES supporters
- Two thirds page full color ad in the gala program
- Logo placement on gala webpage and event signage
- Company recognition on social media outlets
- Company name included in all press releases and media advisories
2020 SPONSORSHIP TIERS

$10,000 PLATINUM SPONSOR
- One prominently placed table of 10 with name recognition
- Access for 10 guests to the Pre-Event VIP Cocktail hour
- Onstage recognition during the program
- Logo included in all mailed and printed gala invites
- Logo included in E-blast to over 16,000 CARES supporters
- Two thirds page full color ad in the gala program
- Logo placement on gala webpage and event signage
- Company recognition on social media outlets
- Company name included in all press releases and media advisories

$5,000 GOLD SPONSOR
- One table of 10 with name recognition
- Access for 10 guests to the Pre-Event VIP Cocktail hour
- Onstage recognition during the program
- Logo included in all mailed and printed gala invites
- Logo included in E-blast to over 16,000 CARES supporters
- Half page full color one ad in the gala program
- Logo placement on gala webpage and event signage
- Company recognition on social media outlets

$2,500 SILVER SPONSOR
- Five tickets to the gala with name recognition
- Access for 5 guests to the Pre-Event VIP Cocktail hour
- Onstage recognition during the program
- Logo included in E-blast to over 16,000 CARES supporters
- Quarter page full color one ad in the gala program
- Logo placement on gala webpage and event signage
- Company recognition on social media outlets
2020 SPONSORSHIP COMMITMENT FORM

Yes! We will sponsor the Nashville CARES 35th Anniversary Gala!

Please fill out this commitment form indicating your interest in partnering with us for this fundraising event.

If you have any questions feel free to contact Chief Development Officer, Doug Alexander at dalexander@nashvillecares.org or 615-921-0252.

Choose which level you would like to sponsor

35th Anniversary Gala

- Presenting Sponsor ($25,000)
- Anniversary Sponsor ($15,000)
- Platinum Sponsor ($10,000)
- Gold Sponsor ($5,000)
- Silver Sponsor ($2,500)

Complete the contact information below

Name: ____________________________ Title: __________________________________________________________________________

Company Name: ___________________________________________________________________________________________________

Address: __________________________ City: ______________ ST: _____ ZIP: __________

Phone: ________________ Fax: ________________ Email: __________________________________________________________________________

Name you would like to appear in all sponsorship listings: _________________________________________________________________

Signature: __________________________________________________________________________________________________________

Date: _____________________________________________________________________________________________________________