

Nashville **CARES**



VIRTUAL

2020
AIDS WALK
SPONSORSHIP
PACKET

Nashville CARES



35 YEARS OF CHANGING THE FACTS

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.



NASHCARES



@NASHVILLECARES



NASHVILLECARES

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.

It's estimated that 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
- Provide HIV prevention education to more than 29,000 youth and adults
- Provide more than 10,000 free confidential HIV tests
- Provide 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

Claire Wisely
Secretary

Hunter Rost
Treasurer

Joe Burchfield
Immediate Past President

At-Large Members

Betsy Bahn
Ron Balcarras
Richard D. Bird, Jr
Terrance Bond
Sheri Nichols Bucy
Rev. Robert B. Coleman
Adam Holdren
Elizabeth Saxton Inman
Beth-Ann Martorello
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?

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

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.

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 postcards targeted to previous participants and over 2,000 of our targeted supporters.

SOCIAL MEDIA: Social Media has become one of the principle advertising vectors for our fundraising events, providing over 500,000 impressions for the 2019 AIDS Walk.

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: **15,000+**

Total Media Impressions

- On-air Media Impressions: **600,000+**
- Digital Media Impressions: **500,000+**
- Social Media Impressions: **500,000+**
- Eblast Subscribers: **16,700+**
- Eblast Impressions: **100,000+**

AIDS WALK

NASHVILLEAIDSWALK.COM



We are going VIRTUAL!

LIVE Virtual Kickoff Ceremony October 17th

LIVE Virtual Celebration and Awards November 21st

Join us for 35 days of focused fundraising through October 17th and November 21st in celebration of Nashville CARES 35th Anniversary this year. We will be engaging our teams, sponsors, and community throughout this time.

The Nashville CARES AIDS Walk is Tennessee's oldest continuously running HIV/AIDS fundraiser and advocacy event, and this is the 29th annual walk! The event is organized to raise awareness and financial support to help fight the HIV epidemic in Nashville and the 17 surrounding jurisdictions we serve.

As a sponsor, you have an opportunity to be involved with many Individuals, families, friends, corporate teams, and community groups who are passionate about raising funds for this event. We look forward to helping spread the news of your organization's generosity to our community through high impact marketing and virtual engagement.

Thank you for partnering with us for the Nashville AIDS Walk 2020 and helping us get one step closer to ending the HIV epidemic in Middle TN.

2020 Nashville AIDS Walk Goals

- **\$150,000**
- **60 teams**
- **500 participants**

2020 SPONSORSHIP TIERS

\$25,000 PRESENTING SPONSOR (EXCLUSIVE)

- Virtual Opening Ceremonies: Speaking opportunity
- 30 second promotional video to be shared across all social platforms (developed by Partner)
- Opportunity to have a representative present with our CEO, Amna Osman, for media promotion
- Dedicated e-blast to all of Nashville CARES subscribers 16,700
- Prominent logo placement on event website and Nashville CARES website
- Presenting sponsor mention in all AIDS Walk press releases and media advisories
- Included on all digital ads and social media promotion of the event
- Prominent logo placement on event t-shirt
- Logo placement in downloadable fundraising toolkit
- Logo incorporated into event branding across website, social media, and email communication
- "Presented by" mention in all radio promotion, and social media live events leading up to the event

\$15,000 PREVENTION SPONSOR

- Virtual Opening Ceremonies Sponsor Mention
- 15 second promotional video to be shared across all social platforms (developed by Partner)
- Prominent logo placement on event website
- Sponsor mention in all AIDS Walk press releases and media advisories
- Included on all digital ads and social media promotion of the event
- Prominent logo placement on event t-shirt
- Logo placement in downloadable fundraising toolkit
- Logo incorporated into event branding across website, social media, digital ads, and email communication
- Mention in all social media live events leading up to the event

2020 SPONSORSHIP TIERS

\$10,000 EDUCATION SPONSOR

- Virtual Opening Ceremonies Sponsor Mention
- 15 second promotional video to be shared across all social platforms
- Logo placement on event website
- Sponsor mention in select AIDS Walk press releases and media advisories
- Spotlight promotion on social media platforms
- Logo placement on event t-shirt
- Logo placement in downloadable fundraising toolkit
- Logo incorporated into event branding across website, social media, digital ads, and email communication
- Mention in all social media live events leading up to the event

\$5,000 ADVOCACY SPONSOR

- Virtual Opening Ceremonies Sponsor Mention
- Logo placement on event website
- Sponsor mention in select AIDS Walk press releases and media advisories
- Logo placement on event t-shirt
- Logo placement in downloadable fundraising toolkit
- Logo incorporated into event branding across website, social media, digital ads, and email communication

\$2,500 CARE SPONSOR

- Virtual Opening Ceremonies Sponsor Mention
- Logo placement on event website
- Sponsor mention in select AIDS Walk press releases and media advisories
- Small logo placement on event t-shirt
- Name listed in downloadable fundraising toolkit
- Small Logo incorporated into event branding across website, social media, digital ads, and email communication

\$1,000 RED RIBBON SPONSOR

- Virtual Opening Ceremonies Sponsor Mention
- Sponsor listed on event website
- Small logo placement on event t-shirt
- Name listed in downloadable fundraising toolkit
- Sponsor listed in event branding across website, social media, and email communication
- Small Logo incorporated into event branding across website, social media, digital ads, and email communication
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2020 SPONSORSHIP COMMITMENT FORM

Yes! We will sponsor the 29th Annual Nashville VIRTUAL AIDS Walk!

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 the Development Director, Max Maxwell at mmaxwell@nashvillecares.org or 615-921-0252 or the Development and Strategic Partnership Manager, Joy Stafford at jstafford@nashvillecares.org or 615-294-2696.

Choose which level you would like to sponsor

- Presenting Sponsor (\$25,000)**
Your sponsorship helps provide life-changing services to more than 50,000 people in Middle Tennessee.
- Education Sponsor (\$15,000)**
Your sponsorship helps provide HIV prevention education to more than 29,000 youth and adults.
- Prevention Sponsor (\$10,000)**
Your sponsorship helps provide more than 10,000 free confidential HIV tests annually.
- Advocacy Sponsor (\$5,000)**
Your sponsorship helps support people living with HIV/AIDS through public education and policy advocacy.
- Care Sponsor (\$2,500)**
Your sponsorship helps provide people living with HIV/AIDS with nutrition, transportation and support.
- Red Ribbon Sponsor (\$1,000)**
Your sponsorship helps us continue the fight to end the HIV epidemic.

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: _____

Email form to events@nashvillecares.org