



# AIDS WALK

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# ST. PETERSBURG

Benefiting AIDS Service Association of Pinellas, Inc.  
a Suncoast Hospice Affiliate

The 8th annual AIDS Walk St. Petersburg is the premier fundraising event benefiting the AIDS Service Association of Pinellas, Inc. (ASAP). This yearly AIDS Walk shows the Tampa Bay area our sense of community and compassion for those infected or affected by HIV/AIDS.

Since its inception, thousands have walked the streets of St. Petersburg to honor the memory of those fallen, to support those affected and to educate others about the fight against HIV/AIDS.

Walkers participate as individuals or join with friends and co-workers as teams to raise money. All of the donations raised through AIDS Walk's fundraising efforts stay within our community and allow ASAP to continue and expand its high level of service. Not only do participants raise money but they also get the chance to share their stories of how this epidemic has impacted their lives.

ASAP is a not-for-profit organization that offers support services and programs to those infected or affected by HIV/AIDS in Pinellas County. Currently, ASAP serves over 1000 clients, which includes ASAP's pediatric AIDS program that supports over 100 children.

You or your business can make a difference by sponsoring and participating in the 8th annual AIDS Walk St. Petersburg.



## NEW for 2011! **AIDS WALK GUIDE**

This year we are introducing a printed guide to supplement the events of the AIDS Walk weekend. The Guide will include articles, maps, schedule of events and sponsor recognition. To be included in the guide sponsor contracts must be received by July 22, 2011. If your sponsorship level includes an ad within the guide, those ads must be provided to J. Aller no later than July 29, 2011. The AIDS Walk Guide will be printed and distributed throughout the months of August and September and will be included in the walkers swag bag.

### **AIDS WALK GUIDE Advertisement Specifications**

Full Page: 8"x5" All ads must be provided  
Half Page Horizontal: 4"x5" in 300dpi JPG CMYK  
1/4 Page: 4"x2.5"

## **SPONSOR SHOWCASE**

Every year our sponsors share their organizations and stories with our Walkers in our Sponsor Showcase area. Presenting, Gold, Silver and Bronze level sponsors receive a booth which includes a tent, table and 2 chairs in this area of the waterfront park. If these levels of giving are not in your budget for this year, you can still share your message by reserving a tent for **\$250**. These tents are only for passing out promotional items. We do not allow sales or vendors to set up in this special area.

### **Media Partner Level 1**

#### **Must provide print, digital & social media advertising**

- Permission to photograph and publish event
- Booth at the Sponsor Showcase
- Prominent placing of publication logo on the following: Brochures, Posters, Website\*
- Full Page Color Ad in AIDS Walk Guide

### **Media Partner Level 2**

#### **Must provide digital & social media advertising**

- Permission to photograph and publish event
- Booth at the Sponsor Showcase
- Placing of publication logo on the following: Brochures, Posters, Website\*
- Half Page Color Ad in AIDS Walk Guide

# SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor: \$10,000

- Place company banner in a prominent location and special recognition on the day of the walk
- Booth at the Sponsor Showcase
- Prominent placing of company logo on the following: Brochures, Posters, T-Shirts, Website and Press Releases\*
- Option to put promotional items in the swag bags

## Gold Sponsor: \$5,000

- Place company banner in a prominent location on the day of the walk
- Booth at the Sponsor Showcase
- Placing of company logo on the following: Brochures, Posters, T-Shirts, Website\*
- Option to put promotional items into the swag bags

## Silver Sponsor: \$2,500

- Booth at the Sponsor Showcase
- Placing of company logo on the following: Brochures, Posters, T-Shirts, Website\*
- Option to put promotional items into the swag bags

## Bronze Sponsor: \$1,500

- Booth at the Sponsor Showcase
- Prominent placing of company logo on the following: Brochures, Posters, T-Shirts, Website\*
- Option to put promotional items into the swag bags

## Booth Sponsor - \$250

- 10ft x 10ft Tent
- Covered table
- 2 chairs

## The Gift of Care: \$150-\$500

- Marshal site sponsorships are a promotional opportunity that places "Real Estate" sized signs with your company name and logo along the walk route. These signs are visible to both the walkers and vehicular traffic.
- \$500 - 4 Marshal Sites
- \$300 - 2 Marshal Sites
- \$150 - 1 Marshal Site

\* To be included in print advertising and marketing materials, sponsorship contracts must be executed and received no later than July 22, 2011



*Reintroducing*

## The Gift of Life

Have you ever thought, "How can I help just one person living with HIV/AIDS get the support and service that they need?" By participating in **The Gift of Life** sponsorship, you can do just that. This program gives you the opportunity to donate money that will directly help one ASAP client. Your donation of \$2000 will assist one qualified, employed HIV positive client in covering the cost of his or her co-payments for HIV/AIDS medications for one year. By making this donation, you will help one person get critical, life sustaining support. You will give that person The Gift of Life. Since all of your donation goes directly to an ASAP client, your benefit is knowing that you have made a difference in the life of a specific person living with HIV/AIDS in our community.

If it is not in your budget for this event, you can provide The Gift of Life through sponsorship at future ASAP fundraising events, such as the Red Ribbon Dance, AIDS Walk St. Petersburg or the Santa Speedo Run.





## AIDS Walk St. Petersburg 2011 Contacts

### Volunteer Committee Chair

#### Dale Kitt

AIDS Walk St. Petersburg 2011  
dd.kitt@me.com  
c.727.432.3975

### Staff Coordinator

#### J. Aller

Suncoast Hospice Foundation  
Resource Development Manager  
AIDS Service Association of Pinellas  
jaller@thehospice.org  
p.727.523.2439  
c.727.542.6794  
f.727.523.3396

Register and Collect Donations Online  
<http://www.AIDSWalkStPete.org>

 "Like" Us on Facebook  
[facebook.com/AIDSWalkStPete](http://facebook.com/AIDSWalkStPete)

### ASAP's Mission:

To provide high quality, culturally competent, compassionate services to persons infected or affected by HIV/AIDS by offering a comprehensive continuum of care, and to influence the health and human services community in the care of all people who are infected or affected by HIV/AIDS by participating on a local, regional, national and international level.



**ASAP**  
AIDS SERVICE ASSOCIATION  
OF PINELLAS, INC.  
A Suncoast Hospice Affiliate

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## AIDS Service Association Of Pinellas, Inc. Locations

### MAIN:

3050 1<sup>st</sup> Ave. S.  
St. Petersburg, FL 33712  
p.727.328.3260

### NORTH:

1214 Cleveland St.  
Clearwater, FL 33755  
p.727.449.2437

### SUNCOAST PROJECT:

4601 34th St. S.  
St. Petersburg, FL 33711  
p.727.321.7600

<http://www.ASAPServices.org>



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