



Party on the Block!

WITH THE SAC VALLEY AIDS RUN WALK

Sponsorship Opportunities

On Sunday, September 18, 2011, Capital City AIDS Fund (CCAF) will stage its annual **Sacramento Valley AIDS Run Walk (SVARW)**, Northern California's only officially timed and chipped 5K run and walk. This year's event has taken on a NEW LOOK and LAYOUT and will be the "Party on the Block" of the summer! Starting at the West Steps of the Capital and returning right back at the start. As a Sponsor of the Sacramento Valley AIDS Run Walk your company will receive valuable exposure to an important and influential audience in our community while providing support to HIV/AIDS agencies, the CCAF HIV Prevention and Education Program and the Helen Veress Mitchell Scholarship Fund. CCAF is a non-profit organization, founded in 1995 and has raised over \$2 million in support of HIV/AIDS services for the Sacramento area.

Sacramento Valley AIDS Run Walk is one of the premiere run/walks in the Sacramento area each year. Drawing more than 3,000 individual participants run and/or walk through the downtown Sacramento area. As a sponsor, your company will increase visibility of your brand by being associated with this life changing experience. Your brand also has the opportunity to receive exposure to community leaders and business partners at the event. **Sacramento Valley AIDS Run Walk** is the perfect opportunity for any business looking to gain exposure.

See the attached pages to learn how you can take part in this unique event and support Capital City AIDS Fund. NOTE: Early Commitment guarantees all sponsor benefits listed in the attached sheets.

SUNDAY, SEPTEMBER 18, 2011 • 5K, 1 DAY, 1 CAUSE • WEST STEPS OF THE CAPITOL
REGISTER ONLINE: www.SacValleyAIDSRunWalk.org

Presenting Sponsor: \$10,000

- Your company billed as the “Presenting Sponsor” of the 2011 Sacramento Valley AIDS Run/Walk on all event related materials
- Exclusive industry Presenting Sponsor of the event
- Full 2 page middle spread advertisement in the event program
- 10’ x 20’ tent, 2 tables and 4 chairs to use for promotional purposes at the event
- Organization Spokesperson introduced on stage for all run/walk related events
- All the benefits (non- duplicative) of the Platinum level sponsorship

Platinum Level: \$5,000 (In Kind Value: \$10,000)

- Top placement of corporate logo placed on all appropriate event printed materials
- Top placement of corporate logo on official AIDS Run/Walk t-shirt
- Full page advertisement in the event program
- Link on Run/Walk Website with Corporate logo
- Recognition in lead paragraph, all news releases and media alerts
- Your corporate banner displayed at all promotional events and Run/Walk
- Participation as possible in news event coverage
- 10’ x 10’ tent, one table and two chairs on event day
- Recognition as Platinum Level Sponsor during remarks at all Run/Walk related events
- Logo or name on Eblast sent to 4000+ (multiple times)
- Opportunities to provide coupons and/or giveaways to participants
- 10 tickets for the VIP/500 Club Breakfast Tent

Gold Level: \$2,500 (In Kind Value: \$5,000)

- Primary placement of corporate logo placed on all appropriate event printed materials
- Primary placement of corporate logo on official AIDS Run/Walk t-shirt
- 1/2 page advertisement in the event program
- Link on Run/Walk Website with Corporate logo
- Recognition in all news and media alerts
- Participation as possible in news event coverage
- Logo or name on Eblast sent to 4000+ (multiple times)
- Your corporate banner displayed at Run/Walk opening ceremonies
- Opportunities to provide giveaway items to participants
- Sponsor table provided on event day
- 6 tickets for the VIP/500 Club Breakfast Tent

Silver Level: \$1,000 (In Kind Value: \$3,000)

- Company name placed on all appropriate event printed materials
- Company name placed on official AIDS Run/Walk t-shirt
- Business card sized advertisement in the event program
- Recognition in all news and media alerts
- Participation as possible in news event coverage
- Logo or name on Eblast sent to 4000+ (multiple times)
- Your corporate banner displayed at Run/Walk opening ceremonies
- Sponsor table provided on event day
- 2 tickets for the VIP/500 Club Breakfast Tent

Bronze Level: \$500 (In Kind Value: \$1,500)

- Company name placed on all appropriate event printed materials
- Company name placed on official AIDS Run/Walk t-shirt
- Name listed on Eblast sent to 4000+ (multiple times)
- Listed as event sponsor in the event program
- 2 tickets for the VIP/500 Club Breakfast Tent

Sponsor the AIDS Run (\$7,500) One available

As the official sponsor of the AIDS Run benefits are the same as Platinum level. Includes tent for Run and chip for runners. Separate mailing will be sent to run organizations.

Sponsor for Street Banners (\$7,500) One available

A minimum of 7 Banners will be hung throughout Sacramento logo will be placed on banner as a sponsor

Sponsor the Start and Finish Stage (\$7,500) One available

The sponsor's logo will be front and center on the start and finish stage used for both the Run and the Walk. This stage would be named after the sponsor's company. This sponsorship also gives you all the benefits of the Platinum level.

Sponsor the VIP/500 Club (\$7,500) One available

As the official sponsor of the VIP/500 Club your logo and name will be included on all signage for the area. You will have special recognition for sponsoring this area for our runners and walking who raise \$500.00 or more and the VIP/ Sponsors who attend the event. A breakfast will be served to these folks in this area.