



30th Anniversary

August 19, 2017

Cheesman Park, Denver Colorado

Attracting thousands of participants annually, AIDS Walk Colorado is one of the most visible, longstanding, and recognizable events in the state. People of all ages, races, and backgrounds come together each year in a massive, powerful, and inspiring demonstration of compassion and action.

Since its inception in 1987, the event has raised millions of dollars supporting programs and services of Colorado Health Network dba Colorado AIDS Project/Howard Dental Center and dozens of charitable organizations throughout Colorado that provide life-sustaining services for people living with HIV as well as serving as a remembrance of those who have died.

This year's event marks 30 years of AIDS Walk Colorado. The annual fundraising benefit will include the traditional 5K Recognition Walk & Run, Celebration of Life Festival, live entertainment, a beer garden, and more.

Our sponsors enjoy tremendous exposure within the AIDS Walk Colorado campaign, which generates thousands of media impressions that highlight our sponsors and their support of the event and community. Sponsors may be featured on point-of-purchase displays, posters, in newspapers, magazines, online advertisements, the AIDS Walk Colorado website and high-profile social media platforms. Additional media exposure is available through community and civic events.

Becoming a sponsor of AIDS Walk Colorado means that you can make a significant contribution to supporting the health of our communities and our state. The AIDS Walk Colorado Leadership team will work closely with you and your organization to tailor a sponsorship package that creatively meets your specific goals.

In-Kind Sponsorship

Our continued success relies on donated products, marketing and various services before, during, and after AIDS Walk Colorado. The support of businesses and organizations in our community each year is truly remarkable! Because of your active involvement, AIDS Walk Colorado has conscientiously contained expenses so that the event is able to maximize net proceeds for AIDS services and honor the trust of its participants and donors.

In-Kind Donation Needs

Hotel room nights
Snacks and beverages
Volunteer meals
Gift certificates and packages
Entertainment
Children's activities

Media Sponsorship Services

Television and Radio PSAs
Print Advertisements
E-mail "blasts"
Online Listings/Web Banner
Advertisements
Outdoor Media (billboards/window displays)

Event Details:

August 19, 2017 – Cheesman Park, Denver Colorado

Memorial Walk through the Capitol Hill neighborhood and 5K run

Entertainment, Memorial Quilt Display, Beer Garden, Vendors, Community Celebration

Event Leadership:

Jaime Marston Cook – Development Manager - AIDS Walk Coordinator 303.962.5318

Ben Larison – Development Coordinator – Electronic/Social Media/Promotions 303.962.5307

Richard Blair – Chief Development Officer 303.962.5316

Darrell Vigil – Chief Executive Officer

Colorado Health Network, DBA Colorado AIDS Project/Howard Dental Center, the primary beneficiary of AIDS Walk Colorado, is a tax-exempt 501(c) (3) nonprofit corporation. Tax ID # 84-0961159. All donations are tax deductible as allowed by law.

6260 East Colfax Ave, Denver Colorado 80220

Sponsorship Opportunities

	\$15,000 - Title Sponsor	\$10,000 - Presenting Sponsor	\$5,000 - Premiere Sponsor	\$2,500 - Major Sponsor	\$1,500 - Partner Sponsor	\$1,000 - Program Sponsor
Logo in event title	x					
Name included in media releases & communications	x	x				
Physical presence/representative on main stage	x	x				
Logo/Name on print collateral	x	x	x			
Logo/Name on e-notices, social media mentions/tags	x	x	x			
Logo/Name on website	x	x	x	x	x	
Logo/Name on T-Shirts	x	x	x	x	x	
Booth/table at event	x	x	x	x	x	
Logo/Name on event main stage/mention in program	x	x	x	x	x	x
Provide branding material to event attendees	x	x	x	x	x	x
Name in CHN Annual Report	x	x	x	x	x	x

For additional information and questions on custom sponsorship packages, please call

Jaime Marston Cook at 303.962.5318 or email Jaime.MarstonCook@coloradohealthnetwork.org

Sponsorship Form

Sponsor

Name _____

(as you would like it to appear on promotional materials)

Mailing

Address _____

Contact

Name _____

Email

Address _____

Phone _____

I am interested in sponsoring an event, or creating a sponsorship package.

Please indicate a sponsorship amount:

\$15,000 – Title Sponsor

\$10,000 – Presenting Sponsor

\$5,000 – Premiere Sponsor

\$2,500 – Major Sponsor

\$1,500 – Partner Sponsor

\$1,000 – Program Sponsor

METHOD OF PAYMENT:

A check is enclosed and made payable to Colorado Health Network

Please invoice me for the amount indicated above

Please charge my card: Visa, MasterCard, Discover, or American Express

Card Number: _____

Expiration Date: _____

CVV Code: _____

Name on Card: _____

Cardholder Signature: _____

Please mail completed forms to Colorado Health Network,
Attn: Jaime Marston Cook, 6260 E. Colfax Ave, Denver, CO 80220
or email to Jaime.MarstonCook@coloradohealthnetwork.org