

Walk to End HIV

AIDS Walk Houston | 2021

Benefiting AIDS Foundation Houston and other local LGBTQ organizations providing services to our community. AIDS Walk is the largest HIV/AIDS fundraising event in Houston! It is a huge contributor of funding our mission to End the HIV Epidemic in Houston.



VIRTUAL WALK | MARCH 1ST – APRIL 1ST, 2021 | [AIDSWALKHOUSTON.ORG](https://aidswalkhouston.org)

Awards will be given out for the top three for most funds raised by an Individual, Corporate Team, Community Team, and Benefiting Agency Team. In addition, we are going to give some special awards for highest fundraiser on the Corporate, Community and Benefiting Agency teams, and we are going to award those with the highest number of team members/fundraisers that give to your fundraiser, and so much more!

All World AIDS Day underwriters receive the following benefits (see matrix on back for details):

- Inclusion on all press releases and public service announcements
- Inclusion on all Walk '21 direct mail, printed materials and signage
- Inclusion on Walk '21 on digital and multi-media outreach
- Inclusion on all Walk '21 emails, stewardship materials, and post-event materials
- Inclusion on Walk '21 webpage and social media outreach
- Inclusion of recognition during the online event
- Opportunity to provide promotional items/products in swag bags (agency approval required)
- Quote from AFH CEO regarding Walk '21 for your use (non-endorsement purposes only)
- Recognition in AFH Annual Report, token of recognition and stewardship swag
- Employee Engagement Toolkit
- Logo/name on Walk '21 Houston T-shirts



SPECIALTY UNDERWRITING OPPORTUNITIES

Production Underwriter \$5,000 | Swag Underwriter (co-branding available) \$5,000 | Virtual Celebration Underwriter \$3,000
Community Partner (In-Kind and Promotion) | Media Partner (In-Kind and Promotion)

For underwriting opportunities, please contact CDO, Derrick M Brown, BrownD@AFHouston.org, cell/text 214-384-1188.

[AIDSWALKHOUSTON.ORG](https://aidswalkhouston.org)

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For 2021, we are taking Walk virtual and expanding the ways that you can join in fundraising to End the HIV Epidemic in Houston. This year, from March 1st to April 1st, you can **Walk, Run, Swim, Bike, Quilt, Sing**—any activity that you like to do—to fundraise for the event! Then share your efforts with us and via social media to be displayed on our virtual Walk '21 Wall. So Get Active, Get Creative, Be Masked and Socially Distanced (if applicable) and HAVE FUN! Then we will celebrate our collective success on April 9th with an awards and thank you virtual party!

It's easy as 1 – 2 – 3 to create a team, join an existing team, or fundraise on your own.
Simply go to www.AIDSWalkHouston.org and create your page then share with the world!
We are so excited to see the innovation as we Walk to End HIV in Houston!

Create a team or become a fundraiser:

Swag items include Walk '21 Silicon Bracelet (with \$50 raised) + Walk '21 T-Shirt (with \$125 raised)
+ Walk '21 Hat (with \$500 raised) + Walk '21 Water Bottle (with \$1,000 raised).

PLEASE NOTE: Incentives are based on individual fundraising totals, NOT team fundraising totals, and will be mailed to you!

Powered by:

VIRTUAL WALK
MARCH 1ST – APRIL 1ST



VIRTUAL CELEBRATION
APRIL 9TH

Walk to End HIV Houston / AIDS Walk Houston 2021

Category	Benefit	Presenting \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$3,000K	Bronze \$1,500
Advertising	Inclusion on all print advertising	LOGO	LOGO	LOGO	LOGO	NAME
	Inclusion on outdoor/billboard advertising	LOGO	LOGO	LOGO	LOGO	
	Inclusion branding at AFH offices/facilities during Walk '21 promotional period	LOGO	LOGO	LOGO	NAME	
	Inclusion on all third-party signage opportunities (Bus, Metro, Taxi, Community, Retail)	LOGO	LOGO	LOGO	LOGO	
Print Media	Inclusion on Walk '21 T-Shirts	LOGO	LOGO	LOGO	LOGO	NAME
	Inclusion in printed marketing materials	LOGO	LOGO	LOGO	LOGO	NAME
	Inclusion in printed invitation	LOGO	LOGO	LOGO	LOGO	NAME
Digital Media	Inclusion on all social media post across all platforms	LOGO	LOGO	LOGO	LOGO	NAME
	Inclusion in digital invitation	LOGO	LOGO	LOGO	LOGO	NAME
	Inclusion on Walk '21 e-communications	LOGO	LOGO	LOGO	LOGO	NAME
	Featured in social media post across all platforms	SOLO	SOLO	GROUP	GROUP	
	Inclusion on Walk '21 Webpage	LOGO	LOGO	LOGO	LOGO	NAME
	Featured on AFH Website Banner Advertisement for Walk '21	LOGO	LOGO	LOGO	NAME	
	Inclusion in social media advertising and marketing campaigns	LOGO	LOGO	LOGO	NAME	
Virtual Event	Inclusion in branding during event	LOGO	LOGO	LOGO	LOGO	NAME
	Verbal Recognition during event	Ⓡ	Ⓡ	Ⓡ		
	Opportunity for Pop-Up during event (spokesperson speaking)	Ⓡ				
	Unlimited Access to the event	Ⓡ	Ⓡ	Ⓡ	Ⓡ	Ⓡ
Stewardship	Inclusion in AFH Donor Cultivation Matrix	Ⓡ	Ⓡ	Ⓡ	Ⓡ	Ⓡ