




MINNESOTA AIDS WALK
MAY 21, 2006
SPONSOR OPPORTUNITIES

TITLE SPONSOR \$50,000





PRE-EVENT PROMOTION

-  Company name prominently displayed in event title:
MINNESOTA AIDS WALK 2006, PRESENTED BY XYZ COMPANY




-  Four panels from NAMES Project AIDS Quilt on display at your company for the month of May

-  Company logo Placement on promotional items
 - 2,000 Registration T-shirts
 - 2,500 Point-of-purchase displays
 - 1000,000 Point-of-purchase registration cards
 - 3,500 Full color posters
 - 3,000 Walk pocket guide
 - 7,000 Full color brochure
 - 5,000 Pre-Walk newsletters
 - 15,000 Pledge forms
 - Tile link from Walk web site to your Web site
 - Stage presence: banner w/logo address crowd; verbal acknowledgement
 - Banner placement: company banner; walk banner
 - Select radio promotions
 - Select print advertising

Event presence

-  Premier placement of company tent in Minnehaha Park day of the Walk (tent rental and logistics covered by MAP)
-  Stage banner with company logo
-  Opportunity to address crowd and receive verbal acknowledgement of your support during opening ceremony
-  Balloons with company logo throughout park and walk route


POST EVENT PRESENCE

-  Coverage in *Positive Impact* or *Positive Link* MAP publication
-  Logo on MAP website through November 2006.
-  Acknowledgement in MAP Annual Report

PRESTIGE PARTNER \$35,000

Pre-Event promotion

 Four panels from NAMES Project AIDS Quilt on display at your company for the month of May


 Company logo on promotional items

- 2,500 Point-of-purchase displays
- 1000,000 Point-of-purchase registration cards
- 3,500 Full color posters
- 3,000 Walk pocket guide
- 7,000 Full color brochure
- 5,000 Pre-Walk newsletters
- 15,000 Pledge forms
- Tile link from Walk web site to your Web site
- Select radio promotions
- Select print advertising

Event presence

 Stage banner w/logo

 Opportunity to address crowd; verbal acknowledgement of your support during opening ceremony

 Company tent

POST EVENT PRESENCE

 Coverage in *Positive Impact* or *Positive Link* MAP publication

 Acknowledgement in MAP Annual Report

DIAMOND SPONSOR: \$25,000


PRE-EVENT PROMOTION

 Two panels from NAMES Project AIDS Quilt on display at your company for the month of Ma


 Company logo placement on promotional items


- 2,500 Point-of-purchase displays
- 1000,000 Point-of-purchase registration cards
- 3,500 Full color posters
- 3,000 Walk pocket guide
- 7,000 Full color brochure
- 5,000 Pre-Walk newsletters
- 15,000 Pledge forms
- Tile link from Walk web site to your Web site
- Select radio promotions
- Select print advertising

EVENT PRESENCE

 Stage banner with company logo


POST EVENT PRESENCE

 Coverage in *Positive Impact* or *Positive Link* MAP publication

 Acknowledgement in MAP Annual Report

EMERALD SPONSOR: \$10,000

PRE-EVENT PROMOTION

 One panel from NAMES Project AIDS Quilt on display at your company for the month of May.

 Company logo placement on promotional items

- 2,500 Point-of-purchase displays
- 1000,000 Point-of-purchase registration cards
- 3,500 Full color posters
- 3,000 Walk pocket guide
- 7,000 Full color brochure
- 5,000 Pre-Walk newsletters
- 15,000 Pledge forms
- Tile link from Walk web site to your Web site

EVENT PRESENCE

 Stage presence: banner w/logo and verbal acknowledgement

 Company banner along walk route

SAPPHIRE SPONSOR \$5,000


PRE-EVENT PROMOTION

 Listings in the following promotional materials:

- Point-of-purchase displays
- Point-of-purchase registration cards
- Full color posters
- Walk pocket guide
- Full color brochure
- Pre-Walk newsletters
- Pledge forms
- Walk web site

EVENT PRESENCE


 Stage banner listing; address crowd; verbal acknowledgement

 One kilo marker


STAGE SPONSOR: \$5,000

Only One Available!!

 Banner with your company logo hung above the stage

 Referenced in all radio spots

 Opportunity to address the crowd from stage

 Listing



- Pre-Walk newsletters
- Walk web site

Rest Stop Sponsor: \$1,250 *(Only 6 available)*

-  Opportunity to staff a route rest stop
-  Opportunity to distribute (MAP approved) samples at rest stop
-  Opportunity to display company signage and/or banners at rest stop
-  Listing on Walk web site

KILOMETER MARKER: \$500

(first come, first served, only 10 available)






-  Your company name and logo will appear on a sign at one of ten kilometer-markers along the route: "This kilometer was sponsored by Your Company".
-  Walk web site listing

Victory Lane Marker \$500

-  Set of two: welcome back, you made it! Signage placed just inside Minnehaha Park along the last half mile of the walk.

In-Kind Sponsorship

Donations of goods or services from the following list will allow more dollars raised by the AIDS Walk to go directly to care and prevention programs:

-  Printing
-  Advertising space: print, transtops, billboards, TV
-  Water
-  Food: fruit, snack bars, granola bars
-  Incentive items such as sweatshirts, T-shirts, mugs

Level of recognition is based on the value of donations.