



OPPORTUNITIES FOR SPONSORS

Minnesota Aids Project is open to creative, mutually beneficial opportunities to promote your company and generate interest in and revenue for Oscar Night.

TITLE SPONSOR \$40,000 AND UP

PRE-EVENT VISIBILITY

- ✧ Company name and logo prominently displayed in the title of the event – **“The XYZ Company’s Oscar Night® on Ice 2006”**
- ✧ Company logo on all printed materials and event advertisements
- ✧ Up to 400,000 impressions through advertisements
- ✧ 10,000 direct-mail invitations
- ✧ Web link from event Web page to the company Web site

EVENT PRESENCE

- ✧ Company name on marquee at State Theatre on the day of the event – **“The XYZ Company’s Oscar Night on Ice 2006”**
- ✧ 10-second video statement played on the large screen during the Academy Awards from your CEO or designated executive explaining why your company sponsors Oscar Night®2006 and Minnesota AIDS Project.
- ✧ Inside front cover, full color ad in 2,000 program books
- ✧ Exclusive VIP reception host.
- ✧ Your volunteers/staff greet VIP guests wearing badges with the your logo.
- ✧ Product or service promotion inserted in VIP Gift bags
- ✧ 10 complimentary VIP tickets, 10 General Admission tickets
- ✧ Discounted ad rates for your agents and/or constituents
- ✧ Opportunity to purchase up to 100 VIP tickets in advance of public sale at a reduced rate.
- ✧ Logo and screen credit

POST-EVENT VISIBILITY

- ✧ Company tent at 2006 Minnesota AIDS Walk
- ✧ Access to Wise @ Work, staff training on HIV in the workplace
- ✧ MAP presence at your health fairs and/or other company initiatives
- ✧ Continued presence on MAP’s web site for one year.
- ✧ Presence in MAP’s annual report
- ✧ Articles about MAP’s partnership with your organization in *Positive Impact* (circ. 7,500 homes)

PRESENTING SPONSOR \$25,000

PRE-EVENT VISIBILITY

- ✧ Company name prominently displayed in the title of the event – **“Oscar Night on Ice 2006, presented by The XYZ Company”**
- ✧ Company logo on all printed materials and event advertisements
- ✧ Up to 400,000 impressions through advertisements
- ✧ 10,000 direct-mail invitations
- ✧ Web link from event web page to the company Web site

EVENT PRESENCE

- ✧ Company name on marquee at State Theatre on the day of the event -- “Oscar Night on Ice 2006, presented by The XYY Company”
- ✧ 10-second video statement played on the large screen during the Academy Awards from your CEO or designated executive explaining why your company sponsors Oscar Night[®]2006 and Minnesota AIDS Project.
- ✧ Preferred placement, full page, full color ad in 2,000 program books
- ✧ Your volunteers hosts and greet VIP guests wearing badges with the your logo.
- ✧ Product or service promotion inserted in VIP gift bags
- ✧ 8 complimentary VIP tickets, 4 General Admission tickets
- ✧ Discounted ad rates for your agents and/or constituents
- ✧ Opportunity to purchase up to 50 VIP tickets in advance of public sale at a reduced rate
- ✧ Logo screen credit

POST-EVENT VISIBILITY

- ✧ Rest stop sponsorship at 2006 Minnesota AIDS Walk
- ✧ Access to our Wise @ Work, staff training on HIV in the workplace
- ✧ MAP presence at your health fairs and/or other company initiatives
- ✧ Continued presence on MAP’s web site for one year.
- ✧ Presence in MAP’s annual report
- ✧ Articles about MAP’s partnership with your organization in *Positive Impact* (circ. 7,500 homes)

VIP SPONSOR \$15,000

PRE-EVENT VISIBILITY

- ✧ Logo placement on all promotional materials
- ✧ Up to 400,000 impressions through advertisements
- ✧ 10,000 direct-mail invitations
- ✧ Web link from event page to your company's Web site

EVENT PRESENCE

- ✧ 10-second video message from your CEO or designated executive
- ✧ Full-color ad in 2,000 Oscar Night program books
- ✧ Your volunteers hosts and greet VIP guests wearing badges with the your logo.
- ✧ Product or service promotion inserted in VIP gift bags
- ✧ 4 complimentary VIP tickets
- ✧ Opportunity to purchase up to 20 VIP and unlimited general admission tickets in advance of public sale at a reduced rate
- ✧ Discounted ad rates for your agents and/or constituents

POST-EVENT VISIBILITY

- ✧ Kilo marker sponsorship at 2006 Minnesota AIDS Walk
- ✧ Access to our Wise @ Work, staff training on HIV in the workplace
- ✧ MAP presence at your health fairs and/or other company initiatives
- ✧ Continued presence on MAP's web site for one year.
- ✧ Articles about MAP's partnership with your organization in *Positive Impact* (circ. 7,500)

EVENT HOST \$10,000

PRE-EVENT VISIBILITY

- ✧ Sponsorship mentioned in 400,000 impressions through advertisements
- ✧ Logo on 10,000 direct-mail invitations
- ✧ Web link from www.hollywoodevent.org to your Web site
- ✧ Name and logo on table toppers used as a promotional tool at dessert donors locations.

EVENT PRESENCE

- ✧ 10-second video message from your CEO or designated executive
- ✧ Preferred placement full-page b/w ad in 2,000 program books
- ✧ Product or service promotion inserted in VIP Gift Bags
- ✧ 2 complimentary VIP tickets
- ✧ 2 complimentary general admission tickets
- ✧ Discounted ad rates for your agents/constituents

POST-EVENT VISIBILITY

- ✧ Access to our Wise @ Work program
- ✧ MAP presence at your health fairs and/or other company initiatives
- ✧ Continued presence on MAP's web site for one year.
- ✧ Articles about MAP's partnership with your organization in *Positive Impact* (circ. 7,500)
- ✧ Discounted sponsorship opportunities for AIDS Walk 2006

EVENT SPONSOR \$5,000

PRE-EVENT VISIBILITY

- ✧ Logo on 10,000 direct-mail invitations
- ✧ Web link from www.hollywoodevent.org to your Web site
- ✧ Name and logo placement on table toppers used as a promotional tool at dessert donors locations.

EVENT PRESENCE

- ✧ 10-second video statement from your CEO or designated executive explaining why your company is a proud sponsor of this event and the Minnesota AIDS Project.
- ✧ ½ -page b/w ad in 2,000 program books
- ✧ Product or service promotion inserted in 2,000 Gift Bags
- ✧ 4 complimentary general admission tickets
- ✧ Discounted ad rates for your agents/constituents

POST-EVENT VISIBILITY

- ✧ Access to our Wise @ Work program
- ✧ MAP presence at your health fairs and/or other company initiatives
- ✧ An article about MAP's partnership with your organization in *Positive Impact* (circ. 7,500)

HOST \$3,500 LEVEL

PRE-EVENT VISIBILITY

- ✧ Company name on 15,000 direct-mail invitations
- ✧ 1/2-page ad in program book

EVENT PRESENCE

- ✧ Rolling screen credit at event.
- ✧ Product or service promotion inserted in Gift Bags
- ✧ 2 complimentary general admission tickets
- ✧ Discounted ad rates for your agents (as applicable)

PROGRAM AD RATES

Program size 10 x 9

Color: 8 color pages 32 b/w

	<u>Ad size</u>	<u>Rate</u>
Full page/color	8 X 9.	1,800
Full page b/w	8 x 9	1,150
½ page vertical b/w	4 x 9	800
½ page horizontal b/w	8 x 4.5	800
¼ b/w	4 x 4.5	425

An additional \$5,000 secures a \$10,000 presence at the
2006 MINNESOTA AIDS WALK

Company name on the following materials:

- ✧ Full color point-of-purchase displays
- ✧ Point-of-purchase registration cards
- ✧ Walk posters
- ✧ Walk pocket guide
- ✧ 4/c color brochure
- ✧ Pre-Walk newsletters
- ✧ Pledge forms
- ✧ Stage banner at Minnesota AIDS Walk
- ✧ Minnesota AIDS Walk Web site
- ✧ Acknowledgment during the opening ceremony at the Minnesota AIDS Walk
- ✧ Web link from the AIDS Walk Web site to your company's Web site
- ✧ Display your company banner at event
- ✧ Loan your company one panel from the NAMES Project AIDS Quilt for display at your office for the month of May (logistics arranged by MAP, direct costs covered by you)