

HUDSON VALLEY

AIDSWALK & RUN!

2016 SPONSORSHIP GUIDE

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Contact Person: _____ Title: _____

Website: _____ Email: _____

I would like to support the Hudson Valley AIDS Walk & Run at the level of Sponsorship marked below:

- _____  Platinum Title Sponsor (Presenting Sponsor - Limit 1) \$10,000
- _____  Gold Sponsor \$5,000
- _____  Silver Sponsor \$2,500
- _____  Bronze Sponsor \$ 1,000
- _____  Mile Sponsor \$ 500

YES, we are interested in making media appearances to promote the AIDS Walk & Run and our business (may include radio shows, TV/news programs, print media stories or photographs, etc.)

YES, our company would like to provide a gift certificate or in-kind item to HVCS to be given away with AIDS Walk media promotions or as prizes for walkers:

of certificates/items: _____ Value of gift certificate(s)/items: _____

In kind item your company will donate: _____

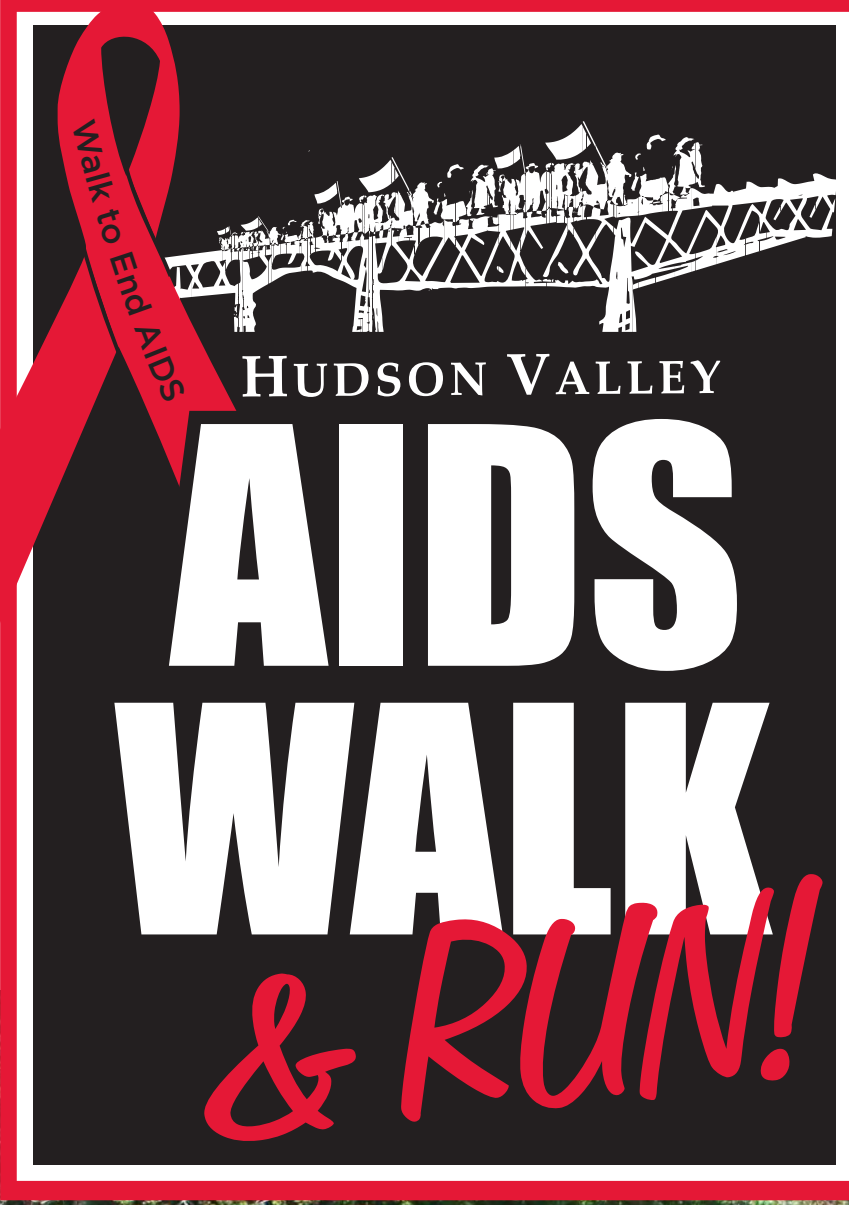
Please return your completed form in the enclosed envelope, or mail it to:
HVCS Public Relations Dept.
40 Saw Mill River Road
Hawthorne, NY 10543

OR Fax your completed form to: 914.785.8331

OR Give us a call at 914.785.8326 and we'll gladly come pick it up from you ourselves!

photos by Lauren Beale, Tracey Buzzanco, and Jo Ann Kraus

May 2016



WHAT IS THE HUDSON VALLEY **AIDSWALK & RUN!**



In May 2016*, HVCS presents the 24th Annual Hudson Valley AIDS Walk & Run to support our innovative HIV/AIDS programs and to generate community awareness for the local HIV/AIDS epidemic. We're adding a 5K run for 2016 to entice even more supporters than ever before! Hundreds of walkers and runners will converge on the Poughkeepsie side of the Walkway Over the Hudson for a wonderful morning of fun, camaraderie and community. Supporting the AIDS Walk is not only a great way to gain more exposure for your business, but also helps local people in need.


www.hudsonvalleycs.org/AIDSWalk
[Facebook.com/HudsonValleyAIDSWalk](https://www.facebook.com/HudsonValleyAIDSWalk)

WHEN: May 2016 - *exact date TBD
 Registration: 9:30 a.m. - 10:30 a.m.
 Walk/Run: 10:30 a.m. - 12:45 p.m.
 Afterparty: 1 p.m.

WHERE: Walkway Over the Hudson, Poughkeepsie. All registration, food, vendor and sponsor tents will be set up on the Poughkeepsie approach.

SPONSOR BENEFITS:
 The Hudson Valley AIDS Walk & Run offers significant advertising benefits to its sponsors. Collectively, the marketing campaign, publicity, advertising and promotions reaches over 10,000 households.

Sponsor logos also appear on the Hudson Valley AIDS Walk & Run online fundraising platform and on HVCS' main website: www.hudsonvalleycs.org. We also use social media (Facebook, Twitter, Instagram) to reach out to and keep in touch with our Walkers and Teams. Link your social media profiles to ours to double your exposure and raise awareness for the Hudson Valley AIDS Walk & Run!

a fundraiser for 
hvcs

Hudson Valley Community Services provides a continuum of care and a stabilizing presence for people who live with complex, chronic health issues. HVCS reaches out to those who face challenging issues such as HIV/AIDS, hepatitis C, hypertension and diabetes and those at high risk for these conditions. Our experienced staff members encourage clients to make healthful choices for themselves and their families.

Our mission is to promote prevention and wellness for all people, to encourage life-affirming decisions maximizing their quality of life, and to coordinate care for those living with complex health conditions.

...a better quality of life

HUDSON VALLEY **AIDSWALK & RUN!**
 2016 SPONSOR OPPORTUNITIES

PLATINUM TITLE SPONSOR

Listing as Platinum Title Sponsor on all collateral, e.g. "The 'Your Company' Hudson Valley AIDS Walk & Run" and first right of refusal in subsequent years within your industry. Most prominent logo placement on t-shirts and on ads, websites, direct mail pieces, and posters. Prominent, multi-location banner placement along the Walkway during the event. Back page ad in our AIDS Walk Guide. 10x10 booth at the AIDS Walk & Run. Special recognition as Title Sponsor throughout event promotions. Creative and innovative co-branding opportunities as determined by HVCS and sponsor.

GOLD SPONSOR

Listing as Gold Sponsor on all collateral and first right of refusal in subsequent years within your industry. Prominent logo placement on t-shirts, websites, direct mail pieces, and posters. Prominent, multi-location banner placement along the Walkway during the event. Inside cover ad in our AIDS Walk & Run Guide. 10x10 booth at the AIDS Walk & Run. Special recognition as Gold Sponsor throughout event. Creative, innovative co-branding opportunities as determined by HVCS and sponsor.

SILVER SPONSOR

Listing as Silver Sponsor on all collateral. Prominent logo placement on t-shirts and on ads, websites, direct mail pieces, and posters. Prominent banner placement along the Walkway during the event. Full size ad in our AIDS Walk & Run Guide. 10x10 booth at the AIDS Walk & Run. Special recognition as sponsor throughout event promotions. Creative and innovative co-branding opportunities as determined by HVCS and sponsor.

BRONZE SPONSOR

Listing as Bronze Sponsor on all collateral. Logo placement on t-shirts and on ads, websites, direct mail pieces, and posters. Prominent banner placement along the Walkway during the event. Full size ad in our AIDS Walk & Run Guide. 10x10 booth at the AIDS Walk & Run.

IN-KIND PARTNERSHIPS

We actively welcome in-kind partnerships in addition to the above levels. Your contribution will be recognized at the Gold, Silver or Bronze level corresponding to your estimated value of goods and/or services donated.

DONATE A PRIZE FOR OUR WALKERS!

Raise awareness for your business and get your products or services directly into the hands of potential customers. Donate items to be used as giveaways to our walkers or as prizes for our top fundraisers! Prize donors will be acknowledged on our website, in the Walk Guide and at our pre-registration and after parties.

A copy of our latest annual report may be obtained, upon request, from the Finance or Public Relations Departments, or from the Office of the Attorney General, Charities Bureau, 120 Broadway, New York, NY 10271.

