Sponsorship Opportunities:
Supporting The Fight Online

Benefiting APLA Health and other Los Angeles County service organizations.
2020 has been a trying year, to say the least. It has forced us to dig deep within ourselves to find reserves of strength, courage, and compassion for our community. And while these few months have been stressful, they’ve also been necessary. They’ve given us an opportunity to re-prioritize and re-strategize around what really matters so that the future we’re walking towards can be built upon the change for good we’re working on today.

AIDS Walk Los Angeles is another in a long list of events that have been forced to change course in 2020. While we were disappointed at the loss of our physical walk, which we’ve held every year since 1985, we quickly got to work making this year’s event just as special. This is the first AIDS Walk LA to be 100% digital, meaning the messaging and promotional opportunities for your brand will scale like never before.

The Result?

**AIDS Walk LA 2020: Get With The Programs.** Through this digital walk, we will be inspiring thousands of participants and hundreds of teams to raise funds in support of services provided by APLA Health.

Our sponsors make AIDS Walk LA possible, and this year is no exception. You’ll not only be able to align with high-touch digital materials that will be seen by thousands, but your name will be synonymous with the programs that are at the heart of this year’s Walk.
A Glance at AWLA 2020

**July 6**
Registration opens
Teams and individuals begin signing up for their Walk on the AWLA website. Your name and logo appear on the homepage seen by every visitor.

**Aug 30**
ABC7 Special
30 Minute ABC7 TV special covering AWLA 2020. On-air name/logo placement available at (TBD) sponsorship level and above. Sponsor branded television commercials available at discounted rate (Optional).

**July 20**
Fundraising begins
AWLA 2020 uses email outreach to connect with Walk participants. Your name and logo appear in the footer of 9 emails per week that are tailored to each walkers program preference. You will also be featured in social media posts and seen by over 25,000 followers each time.

**Sept 13**
Finish line
Your brand will be forever linked to this unique AIDS Walk experience. Thousands of LA residents and countless more across the digital world will spend this day in celebration, and you’ll be a major part of the lasting impact of AIDS Walk Los Angeles 2020.
The Digital Experience

In 2020, our participants will be invited to Get With The Programs in our first-ever digital walk experience.

Walkers will choose their own custom walk experience from APLA Health’s three primary service categories - CARE, SUPPORT, and EDUCATION. They will receive and distribute content directly tied to their walk, and will inspire their network to learn more about the program they’re most passionate about.

Get With The Programs introduces urgency and excitement into this year’s unique AIDS Walk LA. It primes our walkers to the purpose of the event - aligning with APLA Health programs - while also communicating that it’s time to rise above and do amazing things as a united front online.

When you go online with us, your brand will have incredible visibility with an engaged audience. As part of our awareness push this year, we will be sending out emails 3x a week for 8 weeks to all participants with content tailored to their walk program. In total, that’s almost 100 emails - all with your name and logo appearing prominently in the footer. This is an unprecedented opportunity to get in the inboxes of thousands of motivated individuals and align with their values.
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<thead>
<tr>
<th>AIDS WALK 2020 SPONSOR OPPORTUNITIES</th>
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<th>PREMIER $100,000</th>
<th>GRAND $50,000</th>
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The Need in LA County

Los Angeles County currently has more than 60,000 people living with HIV/AIDS (PLWHIV), making it the second largest home of the epidemic in the U.S. Many have been living with the disease for years, even decades.

Our clients are low-income and struggle not only with HIV/AIDS, but also face other significant challenges including finding secure housing, affordable food or health coverage.

Stats from “LA County HIV/AIDS Strategy For 2020 and Beyond”

- 48% of diagnosed PLWHIV are adults over 50.
- 36% of new HIV diagnosis are adults 20-29.
- 40% of diagnosed PLWHIV are not virally suppressed.
- 73% of patients and clients are from communities of color.

source: hiv.lacounty.gov
Why AIDS Walk Los Angeles?

AIDS Walk Los Angeles is the first AIDS Walk in the world and was founded to address the AIDS epidemic when the government wouldn’t. Today, it is one of the largest community events in LA. In 2020, it will be a 100% digital experience for the first time.

AIDS Walk Los Angeles is not an ephemeral experience; it is a lasting one. Our participants join us because they have lost someone living with HIV, or want to live in a world without AIDS. They understand social activism, how their efforts will not only raise vital funds to support people with HIV/AIDS and end the AIDS epidemic, but will also reduce HIV stigma and homophobia and influence public policy.

AIDS Walk LA

- Compassion and support for people living with HIV/AIDS.
- Being part of the end of AIDS.
- First AIDS Awareness March.
- July through September Exposure
- Benefits on average over 12 HIV/AIDS organizations in LA County.

Pride and Other LGBTQ Events

- Self-expression.
- Festival.
- One-time experience for attendees.
- May through June Exposure
AIDS Walk Los Angeles by the Numbers

Since 1985, AIDS Walk Los Angeles has raised more than $88 million for the critical HIV services provided by APLA Health and other AIDS service organizations across Los Angeles County, including: HIV medical, dental, and mental healthcare; PrEP counseling and management; health education and HIV prevention; STD screening and treatment; care management; food and nutrition (including home-delivered meals and food pantries), transportation and housing support; benefits counseling; and home healthcare. AIDS Walk Los Angeles also supports crucial advocacy and policy efforts to ensure that the rights of people living with or at risk of HIV disease are protected. None of this would have been possible without our over 180 corporate sponsors, 205,000 participants, 16,000 teams, and 52,000 volunteers.

2019 AIDS Walk Los Angeles

10,000 participants.

1,500 volunteers.

12 benefiting organizations.

515 corporate and community teams.

25 influential elected officials and staff.

$1.6 million raised.
Who APLA Health Serves

Funds raised from AIDS Walk Los Angeles benefit APLA Health and other AIDS service organizations in LA County. Your support helps fund vital services including HIV medical, dental, and mental healthcare; PrEP counseling and management; health education and HIV prevention; STD screening and treatment; care management; food and nutrition; transportation and housing support; benefits counseling; and home healthcare.

- **18,000** people served annually.
- **11,887** people in medical, dental, and behavioral health services.
- **2,000** people living with HIV/AIDS in primary care.
- **65%** of our clients identify as LGBTQ+.
- **59%** of patients have an income below $24,280. (200% of the federal poverty level)
- **73%** of our clients are from a community of color.
20 programs grouped into 3 primary service categories - **CARE, SUPPORT, and EDUCATION** - from 16 sites across Los Angeles County.

- **Vance North necessities of life program** food pantry in eight locations within LA County.
- **HIV specialty medical care**, dental, and mental health services for low-income individuals.
- **HIV testing** to ensure that every person knows their status.
- **STD screening & treatment** to improve people's overall health and wellness and stop a gateway to HIV infection.
- **PrEP and PEP counseling** and management to help keep people HIV negative - particularly young gay men of color.
- **Substance use counseling** to provide practical strategies and ideas to help clients reduce the negative consequences of drug use.
- **Housing support services** for low-income people living with HIV/AIDS.
- **Home health care** to help fragile clients live in their own homes.
APLA Health Locations

1. The David Geffen Center
   Koreatown

2. Gleicher/Chen Health Center
   Baldwin Hills

3. Long Beach Health Center
   Long Beach

4. Olympic Health Center
   Fairfax/Carthay Circle

5. APLA Health - Education Center
   Baldwin Hills

6. Wilshire Dental Clinic
   Downtown Los Angeles

7. Willowbrook Health Center
   South Los Angeles (coming early 2021)

8. West Hollywood
   West Hollywood

9. Sexual Health Clinic
   Baldwin Hills (coming early 2021)

Vance North Necessities of Life Program
10 Food Pantry Locations

APLA is everywhere in Los Angeles County, serving its clients and patients with a variety of vital services. By partnering with AIDS Walk, you have the opportunity to capture the same reach and align yourself with an organization that’s truly making an impact.
How Your Brand Gets Out There

Emails are crafted and distributed with your logo or name to almost 2 million inboxes.

The AIDS Walk LA homepage and Sponsor page will also house your logo or name and be seen by thousands throughout the course of the campaign.

Your company will be highlighted and shared on our social media platforms where over 14,000 followers on Facebook and over 12,000 followers on Instagram will see your company logo or name.
AWLA makes its mark on social media.

Social Buzz

AWLA makes its mark on social media.

Scott Appel
@seatchapeMedia

Excited to join @ETAfong for this year's #AIDSWalkLA 10K fundraising walk to fight the epidemic. Every $ we raise helps @APLAHealth stop new infections & support people living with HIV/AIDS. Thank you for considering a donation! 🍀❤️❤️

secure.aidswalkla.org/ScottAppel

I'm fundraising for AIDS Walk.

Help me reach my goal.

AIDS WALK LOS ANGELES
OCTOBER 20, 2019

Dallas Barnes
@DallasBarnes - Oct 18

Join me & the @ABC7DisneyPride team at @aidswalkla on Sunday, Oct 20. #AIDSWalkLA brings 30,000 people together annually to fight HIV/AIDS. The 5.2-mile walk begins at Grand Park & winds through the streets of HTLA. Info at abc7nla/donaldswalkla

UTA Foundation
@UTAFoundation - Oct 8

#TeamUTA is excited to participate in this year's #AIDSWalkLA - AIDS Walk Los Angeles is a platform to bring together communities, educate and bring awareness to the ongoing HIV/AIDS epidemic in Los Angeles County, reduce stigma, and end the epidemic once and for all.

AIDS Walk LA @aidswalkla - Sep 20

Are you on a team for AIDS Walk LA?

A team of 25 registered people or more earns your team a meeting station at Grand Park on October 20th. Register 25 people or more by Wednesday, October 9th to qualify.

Register today!
qup://yjzt6s

Leslie Sykes
@abc7Leslie - Oct 7

Join me, @abc7phil & the @ABC7DisneyPride team at @aidswalkla on Sunday, Oct 20. #AIDSWalkLA brings 30,000 people together annually to raise funds for @aplahealth & 20 other HIV/AIDS orgs. Join the ABC7-O'reilly Pride team at abc7la/aidswalkla

Phillip Palmer and Leslie Sykes
An Incredible Story

In 2019, AIDS Walk Los Angeles was featured in 28 media types with an audience reach of 95,641,019.
Previous Partners

Join our family of compassionate, LGBTQ+ friendly, and healthcare-supportive sponsors!
AIDS WALK HELPS YOU TELL YOUR STORY

In addition to the materials previously outlined, AIDS Walk LA can work with you to customize materials and messages to disseminate throughout your organization. Each sponsor is different and we want to be sure we give you the pieces that truly make a difference in moving your staff and stakeholders. Please reach out to us if you’re interested in this personalized opportunity.
Your presence at AIDS Walk Los Angeles means everything, even if we won’t be celebrating in person. Sponsoring our digital walk is your demonstration of values to an audience who supports companies with a cause. It’s your commitment to a fight that puts you next to its biggest and most vocal champions. It’s your moment to win hearts and minds and develop lasting relationships.

When you help make AIDS history, people take notice.

To get started, please contact:

Ken Mintzer
AIDS Walk Los Angeles Sponsorship
kmintzer@apla.org
(213) 201-1525