



**AIDS
WALK**
LOS ANGELES
2021

THE WALK SHOW

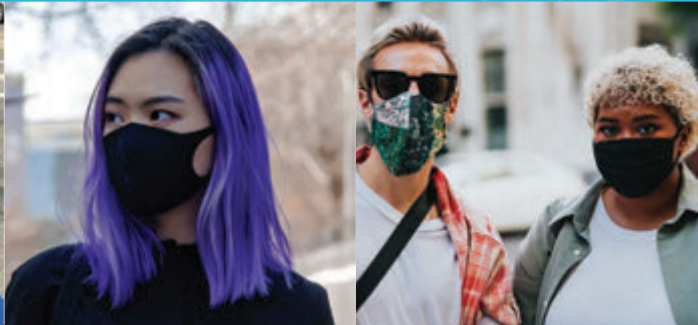


**The starting line is back online.
Sponsorship opportunities for
AIDS Walk LA 2021 begin now!**

Benefiting **APLA**Health and other Los Angeles County service organizations.

AIDS Walk LA 2020 was a historic and record-breaking event. In a year marked with uncertainty and upheaval, we made the difficult decision to take AIDS Walk Los Angeles off the streets and put it 100% on the internet to raise funds for APLA Health services. The only question was, would our passionate walkers and partners come with us?

With a resounding YES, the courage of our community was on display over the course of just a few whirlwind months. We raised over \$1 million in total, shattering expectations and proving that in the face of extreme adversity AIDS Walk LA remains near to the hearts of thousands.



~~\$600,000~~

~~\$750,000~~

~~\$800,000~~

~~\$850,000~~

~~\$900,000~~

~~\$950,000~~

~~\$1,000,000~~

\$1,006,509

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In the face of extreme adversity AIDS Walk LA remains near to the hearts of thousands.

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We're back online in 2021, but with more time to prepare and more opportunities to offer our walkers, teams, and sponsors. You'll be able to engage with us in wholly new ways, and we're excited to grow our partnership as we all look forward to a return to the streets in 2022.

As we get ready to launch our new theme for this year (stay tuned!), we already know that there's a built-in digital audience ready to see your organization as a champion for our vital work.

Align your company with the next chapter of AIDS Walk Los Angeles history in 2021.

The months that support the mission.

As you can see, AIDS Walk Los Angeles is at the heart of the calendar, capturing attention and benefiting from the excitement around these extraordinary events.



START

1 June

Pride Month.

The diverse LGBTQ+ community celebrates all month-long.

3 July 7

Walk begins.

AWLA 2021 uses email outreach to connect with Walk participants. Your company name and logo appear in the footer of outreach emails sent weekly and on social media posts seen by over 25,000 followers.

5 October 3

Finish line/Walk Ends.

Your brand will be forever linked to this unique AIDS Walk LA 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 2021.

2 June 3

Registration Opens. 40th Anniversary of HIV virus.

In June of 1981, the first reports of a new virus affecting previously healthy men was published. We've chosen this significant day - the commemoration of 40 years of HIV - to open registration for AIDS Walk 2021. Teams and individuals can begin to sign up on the AWLA website, and your company name and logo appear on the homepage seen by every visitor.

4 September 19

ABC7 Special.

30 Minute ABC7 TV special covering AIDS Walk Los Angeles 2021. On-air name/logo placement available depending on your sponsorship level.

6 December 1

World AIDS Day Special Event.

Remembrance for those we've lost and worldwide recognition of the incredible efforts being made to end the disease. We also recognize our walkers, teams and corporate partners.



AIDS WALK 2021 SPONSOR OPPORTUNITIES	PRESENTING \$250,000	PREMIER \$100,000	GRAND \$50,000	PRINCIPAL \$25,000	MAJOR \$15,000	SUPPORTING \$10,000	EVENT \$5,000
Slots Available	1 max	3 max	5 max	8 max	10 max		
Co-branded logo lock-up used in all AWLA 2021 Branding							
Recognition on downloadable participant fundraising materials	LOGO						
ABC7 Special Comprehensive media package (Includes 2x .30 in-program commercials, 5x .30 new commercials + more*)		ADD ON AVAILABLE	ADD ON AVAILABLE				
Dedicated sponsor integration in one segment of APLA Health's World AIDS Day streaming special event							
Dedicated spotlight email to all AWLA participants	1x	1x					
Recognition in AWLA eNewsletters	LOGO (ATF)	LOGO (ATF)	LOGO (ATF)				
Custom co-branded video for integration on company social channels (x)							
Tiered logo recognition in ABC7 Special							
Dedicated sponsor integration in one AWLA21 Promotional Video							
Digital recruitment toolkit with logo for your company team							
Recognition on Home Page w/ Hyperlink	LOGO (ATF)	LOGO	LOGO	LOGO	LOGO		
Tell Your Organization's Story of "Why You Walk" on Sponsorship Page							
Recognition on Sponsorship Page w/ Hyperlink	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Tiered name recognition in APLA Health's World AIDS Day streaming special event	LOGO	NAME	NAME	NAME	NAME	NAME	NAME
Tiered name recognition in ABC7 Special sponsor scroll	NAME	NAME	NAME	NAME	NAME	NAME	NAME
Mentions on AWLA and APLA Health Facebook, Twitter & Instagram pages	4x	3x	3x	2x	2x	1x	1x
Recognition in AWLA eNewsletters Footers	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME
Recognition in Full-Page LA Times Advertisement	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Acknowledgement of your company in press releases	NAME	NAME	NAME	NAME	NAME	NAME	NAME

ATF = Above The Fold | FTR = Footer

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.



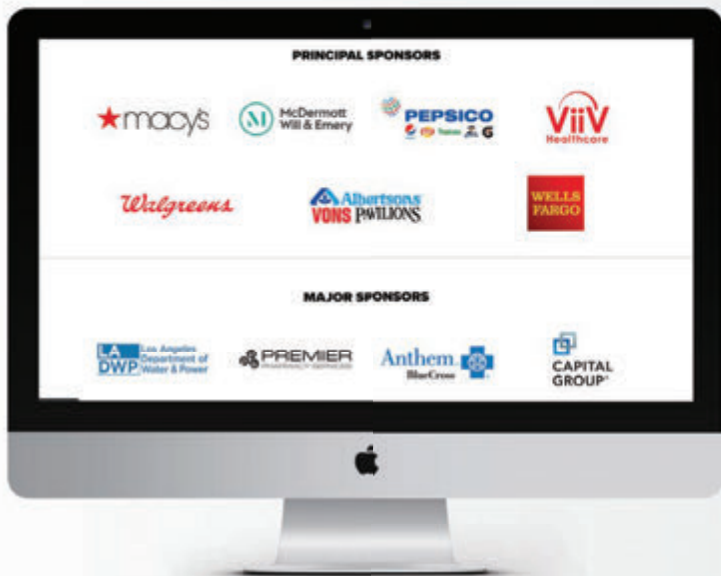
Your company will be highlighted and shared on our social media platforms and on the pages of influencers with potentially millions of followers seeing your company logo or name.



We anticipate offering out-of-home advertising to complement our online campaign as more people get back outside, as well as traditional placements in print publications.



AWLA takes out a full-page, full-color ad in the LA Times specifically to thank our sponsors. The ad features names and logos covering the entire bottom half of the page, and can be seen by over 1.3 million subscribers.



The Digital Experience

We know what it takes to put on a successful digital event. In 2020 we inspired past and new participants to register with us and raised over \$1 million in support of vital APLA Health programs.

This year, we're walking the talk - literally. Introducing **The Walk Show**, a months-long, interactive content delivery program that takes the form of a talk show hosted by Drag Queen influencers with millions of followers.

Our episodic approach will allow for robust storytelling about APLA Health programs and patients, provide important information about registering and fundraising for AIDS Walk, and prominently feature sponsors in monologues, pre-recorded videos, celebrity guest spots and more.

The Walk Show will run over the course of 12 weeks, and content from the show will be distributed across social media and emails throughout. Just like in 2020, your brand will receive special shoutouts from one-of-a-kind influencers and tastemakers, placing your brand in a playful, fun and highly visible context.

When you join the Walk Show, your brand will have incredible visibility with an engaged audience of cause-minded individuals who will be excited to tune in week after week.



ABC7 Special



AIDS Walk Los Angeles will own the airwaves with a 30 minute televised special on ABC7's Localish program.

For the second year in a row, sponsors have the unique opportunity to be recognized live on air via on-screen scrolls that feature your brand and logo on a loop, as well as other air time in lieu of commercials. This year's ABC7 special will serve as a bonus episode of the Walk Show, ensuring continuity of messaging and visibility for your brand.

In 2020, AWLA offered fundraising challenges to activate teams and walkers and the special recognized some of those top-performing corporate teams as part of its coverage. The special will also be streamed through apps and on the ABC7 website. You can still view the Localish LA: AIDS Walk Los Angeles 2020 edition at abc7.com.



World AIDS Day Special

The 2021 AIDS Walk Los Angeles experience officially and fittingly reaches the finish line on World AIDS Day, December 1st.

We will be creating a World AIDS Day digital streaming special to launch on this important date, with content that both recaps the 2021 Walk and generates excitement for the future.

As a sponsor, you have the opportunity to continue to attach your name to a worthy cause as we highlight Star Walkers and Star Teams, as well as feature patient stories and showcase new developments at APLA Health clinics. We are offering full segment sponsor integrations within the special and tiered sponsor name recognition all throughout the stream.





We love sponsors. We love teams. We really love sponsors who have teams.

In addition to the materials previously outlined, AIDS Walk LA can help you tell your story with custom materials and messages to disseminate throughout your organization. We'll work with you to create unique challenges and experiences that can raise your team's level of participation and open the door for additional exposure (like being featured on ABC7).

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.

**AIDS WALK
LOS ANGELES
2020**
GET WITH THE PROGRAMS

Put your best face forward.

Join or donate to the **MAC Viva Glam** team at AIDS Walk LA 2020.

The need for life-changing HIV health services in LA County is always great, but there's an added urgency this year. Join Team MAC at the all-digital AIDS Walk Los Angeles to help us raise critical funds in the fight against HIV/AIDS. Let's make this look good!

Find our team's page here:
<https://aplahealth.akaraisin.com/ul/awla20/t/macosme#ics>

This year's theme is Get With the Programs, and your support will allow APLA Health to create better health outcomes for over 18,000 people in LA County through primary care, mental health services, housing support, food pantries, HIV advocacy and more.

For more information including fundraising tips, visit aidswalkla.org

Produced by **APLA Health** **MAC**

Instagram

Team Paul Hastings

**AIDS WALK
LOS ANGELES
2020**
GET WITH THE PROGRAMS

PAUL HASTINGS
Help the fight move forward.

Donate to Team Paul Hastings at AIDS Walk Los Angeles 2020.

Instagram

Team Delta

**AIDS WALK
LOS ANGELES
2020**
GET WITH THE PROGRAMS

DELTA
Give a lift to at-risk communities.

Join Team Delta at AIDS Walk Los Angeles 2020.

**AIDS WALK
LOS ANGELES
2020**
GET WITH THE PROGRAMS

**Our newest plan?
To Get With the Programs.**

Join or donate to **Team Anthem** at AIDS Walk LA 2020.

The need for life-changing HIV health services in LA County is always great, but there's an added urgency this year. Join Team Anthem at the all-digital AIDS Walk Los Angeles to help us raise critical funds in the fight against HIV/AIDS. Let's do our part to improve the health of our local communities!

Find our team's page here:
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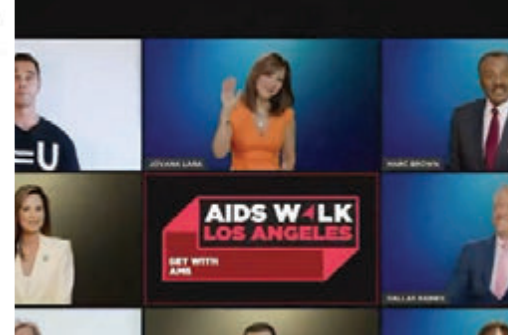
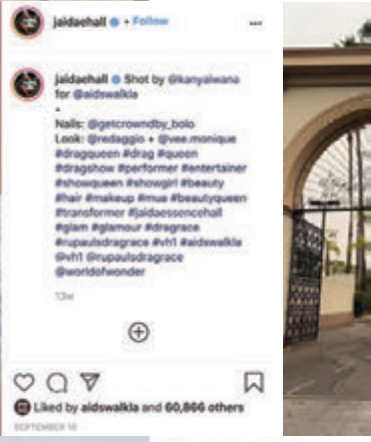
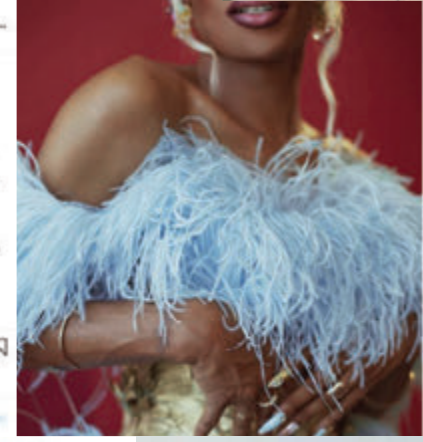
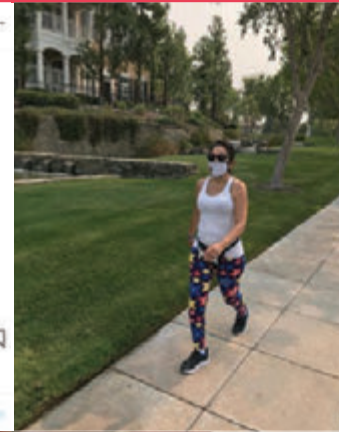
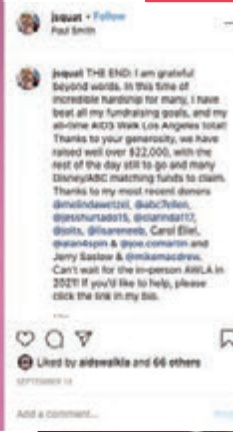
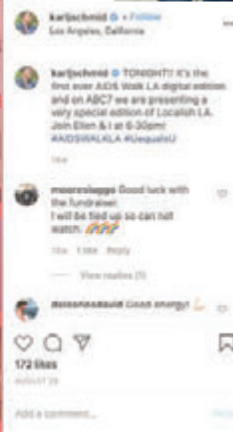
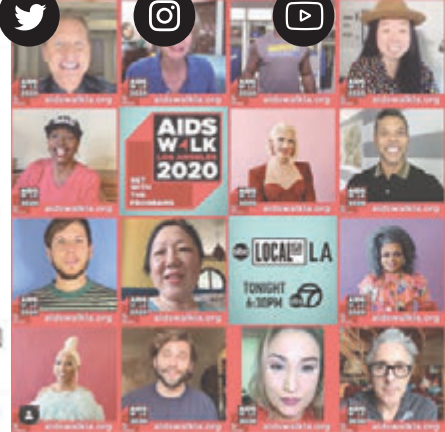
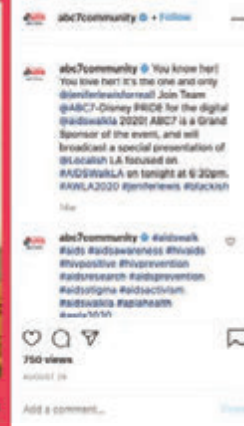
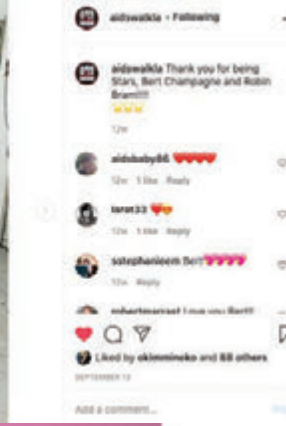
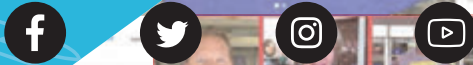
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Produced by **APLA Health** **Anthem**

Social Buzz

AWLA makes its mark on social media. Follow us @aidswalkla



An Incredible Story

In 2020, AIDS Walk Los Angeles published a press release that reached 108 reporters and editors in print and broadcast organizations.



Los Angeles Daily News



Los Angeles
MAGAZINE



Los
Angeles
Times



Previous Partners

Join our family of compassionate, LGBTQ+ friendly, and healthcare-supportive sponsors!



PAUL
HASTINGS



LATHAM
LATHAM & WATKINS



Walgreens



Gelson's



PREMIER
PHARMACY SERVICES



Los Angeles
MAGAZINE

Keck Medicine
of USC



IMAX



NORTHROP GRUMMAN

THE NEXT STEP

Your presence at AIDS Walk Los Angeles means everything. 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:

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kmintzer@apla.org
(213) 201-1525