

The background of the entire page is a dark grey color, covered with a repeating pattern of white line-art icons of various types of shoes, including sneakers, boots, loafers, and high heels.

**AIDS WALK
LOS ANGELES**

powered by **APLA**Health

BE ALL OVER IT

**Sponsorship opportunities for
AIDS Walk Los Angeles 2022**

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

AIDS Walk Los Angeles is finally back in-person this year, and we're over it. Over the 20 million new STD cases a year among young people ages 15-24. Over the oppressive systems that keep care out of reach for so many. Over the apathy that leads to inaction.

For the first time in three years, AIDS Walk Los Angeles returns to the streets. Bringing together thousands of participants and supporters, this year's version of the Walk will be unlike any that came before.

WE'RE OVER IT

**So we're doing
something about it.**



Over the past two years, we've raised over \$2 million for vital APLA Health programs and services through our online-only AIDS Walks. As the needs of the underserved communities of LA County have evolved, so too has our capacity for impact. We'll have even more opportunities to engage with sponsors, walkers, teams and influencers this year, with you playing a crucial role in the success of our event.

**ARE YOU OVER
SITTING ON THE
SIDELINES?**

**Then be all over
AIDS Walk
Los Angeles 2022.**

AIDS WALK 2022 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 AWLA22 branding							
Recognition on downloadable participant fundraising materials	LOGO						
Dedicated spotlight email to all AWLA participants	1x	1x					
Mentions on APLA Health Facebook, Twitter & Instagram pages	3x	2x	1x				
Booth at AWLA22 for company promotion and product sampling							
Digital recruitment toolkit with logo for your company team							
Tiered on-screen recognition during AWLA22 opening program	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME
Mentions on AWLA Facebook, Twitter & Instagram pages	4x	3x	3x	2x	2x	1x	
Recognition in AWLA eNewsletters	LOGO (ATF)	LOGO (ATF)	LOGO (ATF)	LOGO (FTR)	LOGO (FTR)	LOGO (FTR)	LOGO (FTR)
Recognition on Sponsorship Page w/ Hyperlink	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Recognition on Home Page w/ Hyperlink	LOGO (ATF)	LOGO	LOGO	LOGO	LOGO		
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.



Signage along the Walk route and in the surrounding West Hollywood neighborhood will feature your brand and keep you top of mind.



Partnerships with local businesses near the Walk route offer cross-branded promotional opportunities.



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 WALK ON ABC7

Local Los Angeles TV station ABC7 will once again provide significant coverage of AIDS Walk LA. Sponsors have the unique opportunity to be recognized on air on October 16, including live hourly hits in the morning and during afternoon and evening news broadcasts post-event. Leading up to the Walk, ABC7 will run promotional PSAs and feature AIDS Walk LA on its ABC7.com website.

In 2021, 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. You can still view the Localish LA: AIDS Walk Los Angeles 2021 edition at abc7.com.



Local Los Angeles TV station ABC7 will once again provide significant coverage of AIDS Walk LA.



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/ui/awla20/t/maccosmetics>

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

sam_h20 mary_sha lynda_s henry

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

sam_h20 mary_sha lynda_s henry

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:
<https://aplahealth.akaraisin.com/ui/awla20/t/anthembluecross>

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Anthem

The Next Step

Sponsoring AIDS Walk Los Angeles is a demonstration of your organization's values. It shows that no matter how difficult the fight, you're committed to action. In a year where you can be more visible than ever, this is your moment to win hearts and minds, develop lasting relationships, and align yourself with the vocal champions of a movement.

**We walk because care isn't accessible to all. We're over it.
We walk because the spotlight shines elsewhere. We're over it.
We walk because HIV still exists. We're really over it.**

If you're over it, too - it's time to do something about it.



To get started, please contact:

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