

# Sponsorship Opportunities at AIDS WALK '24 LOS ANGELES

Show your support for AIDS Walk Los Angeles and put your brand in front of millions of Angelenos during walk season. Our sponsors have the incredible opportunity to attach their name to causes that mean so much to the people of LA County - healthcare equity, access to vital services, and support for those affected by HIV & AIDS.

Become an AIDS Walk Los Angeles sponsor today and guarantee that your organization will appear on materials for the duration of our 2024 campaign, including at the walk course in West Hollywood in October.

**A complete list of sponsorship tiers and benefits can be found on page 2.**

powered by **APLA**Health





# AIDS WALK '24

## SPONSORSHIP TIERS

	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	4 max	5 max	8 max	10 max		
Company logo co-branded with all AWLA 2024 branding							
Company logo on SaMo Blvd Vinyl Street Pole Banners							
Company logo on Vinyl Wrap on Rocco's Weho							
60 Second Video on Park Stage pre/post event programming							
Logo on Park Stage Branding							
VIP Breakfast Tickets	<b>Seated Booth</b>	<b>Seated Booth</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>2</b>
Dedicated spotlight email to all AWLA participants	<b>1x</b>	<b>1x</b>					
Mentions on APLA Health Facebook, Twitter & Instagram Accounts	<b>3x</b>	<b>2x</b>	<b>1x</b>				
Booth at AWLA for company promotion and product sampling	<b>10x20</b>	<b>10x20</b>	<b>10x10</b>	<b>10x10</b>			
Tiered on-screen recognition pre/post park stage programming	<b>Solo</b>	<b>Grouped</b>	<b>Grouped</b>	<b>Grouped</b>	<b>Grouped</b>	<b>Grouped</b>	<b>Grouped</b>
Tiered on-screen recognition during VIP breakfast	<b>Solo</b>	<b>Solo</b>	<b>Grouped</b>	<b>Grouped</b>	<b>Grouped</b>	<b>Grouped</b>	<b>Grouped</b>
Mentions on AWLA Facebook, Twitter & Instagram Accounts	<b>3x Solo</b>	<b>3x Grouped 1x Solo</b>	<b>3x Grouped</b>	<b>2x Grouped</b>	<b>2x Grouped</b>	<b>1x Grouped</b>	
Recognition in AWLA eNewsletters	<b>LOGO (ATF)</b>	<b>LOGO (FTR)</b>	<b>LOGO (FTR)</b>	<b>LOGO (FTR)</b>	<b>LOGO (FTR)</b>	<b>LOGO (FTR)</b>	<b>LOGO (FTR)</b>
Recognition on AWLA Home Page w/ Hyperlink	<b>LOGO (ATF)</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>		
Recognition on Sponsorship Page w/ Hyperlink	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>
Recognition in Full-Page LA Times Ad	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>
Digital recruitment toolkit templates for your company team							
Company acknowledgement in AWLA press release(s)	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>

## WALK DAY EXTRAS

We are now offering additional sponsorship placements for Major and Supporting level sponsors.

**Available for \$10k each, these placements are highly-visible, highly-photographed locations along the route in West Hollywood, including:**



VIP Breakfast Sponsorship



Finish Line Sponsorship



Water Station



East Turnaround (La Cienega)



West Turnaround (Doheny)

Please reach out to **Ken Mintzer at [kmintzer@aplahealth.org](mailto:kmintzer@aplahealth.org)** to inquire about sponsorship in 2024.

\*Additional benefits may be added pending ABC7 promotional partnership

ATF = Above The Fold FTR = Footer