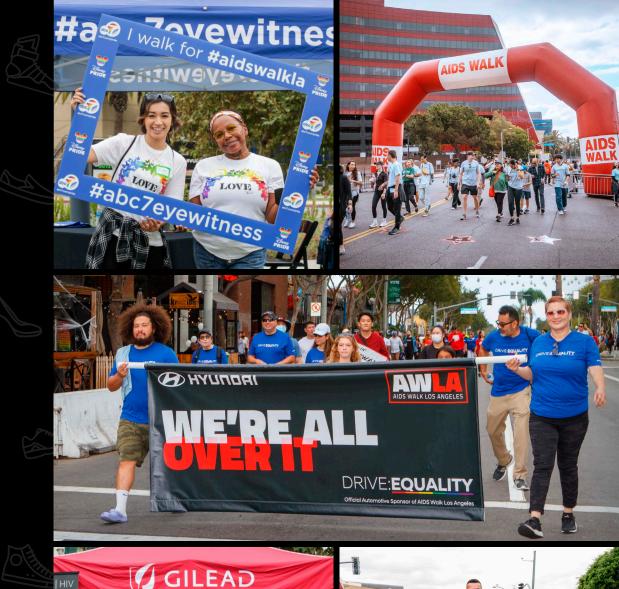
Sponsorship Opportunities at ADS WALK 524

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 APLAHealth



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		100	2	5		<i>i</i> K	0
Company logo on SaMo Blvd Vinyl Street Pole Banners		¢9/	H			¢9	
Company logo on Vinyl Wrap on Rocco's Weho		<pre>M</pre>	H		9		H
60 Second Video on Park Stage pre/post event programming				53	P	17	
Logo on Park Stage Branding							
VIP Breakfast Tickets	Seated Booth	Seated Booth	6	4	2	2	2
Dedicated spotlight email to all AWLA participants	1x	1x	LO-9	0		B	10-9
Mentions on APLA Health Facebook, Twitter & Instagram Accounts	3 x	2 x	1x	5 A			
Booth at AWLA for company promotion and product sampling	10x20	10x20	10x10	10x10	a		
Tiered on-screen recognition pre/post park stage programming	Solo	Grouped	Grouped	Grouped	Grouped	Grouped	Grouped
Tiered on-screen recognition during VIP breakfast	Solo	Solo	Grouped	Grouped	Grouped	Grouped	Grouped
Mentions on AWLA Facebook, Twitter & Instagram Accounts	3x Solo	3x Grouped 1x Solo	3x Grouped	2x Grouped	2x Grouped	1x Grouped	D
Recognition in AWLA eNewsletters	LOGO (ATF)	LOGO (FTR)	LOGO (FTR)	LOGO (FTR)	LOGO (FTR)	LOGO (FTR)	LOGO (FTR)
Recognition on AWLA Home Page w/ Hyperlink	LOGO (ATF)	LOGO	LOGO	LOGO	LOGO	A	8)
Recognition on Sponsorship Page w/ Hyperlink	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Recognition in Full-Page LA Times Ad	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Digital recruitment toolkit templates for your company team							
Company acknowledgement in AWLA press release(s)	NAME	NAME	NAME	NAME	NAME	NAME	NAME

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

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East Turnaround (La Cienega)

West Turnaround (Doheny)

Please reach out to **Ken Mintzer at kmintzer@aplahealth.org** to inquire about sponsorship in 2024.

*Additional benefits may be added pending ABC7 promotional partnership

ATF = Above The Fold FTR = Footer