

AIDS WALK LOS ANGELES

powered by APLAHealth

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 — 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 next campaign.





THE OPPORTUNITY

Brands partnering with AIDS Walk Los Angeles have the opportunity to reach millions of passionate Angelenos. Since 1985, AIDS Walk LA has been recognized as the premier cause-based march in Southern California, and organizations who partner with us elevate their brand values through one of the largest platforms in Los Angeles.

We offer multi-tiered sponsorships across all media in the months leading up to the event, as well as unique opportunities to be seen and heard from by thousands in West Hollywood on walk day in October.



THE SITUATION

HIV is no longer the terminal diagnosis it once was. But that doesn't mean the fight is over. In fact, the need for support is even greater now as APLA Health works to improve health equity among underserved communities in LA County.

Your participation in AIDS Walk LA will help spotlight the very real needs that still exist among those affected by HIV.



48%

of new HIV diagnosis and PLWH are not virally suppressed



88%

of diagnosed PLWH live at or below the federal poverty level



69%

of diagnosed PLWH are from communities of color

THE EPIDEMIC TOUCHES EVERYONE

36%

of new HIV diagnosis are adults 20-29.

48%

of diagnosed PLWH are adults over 50.

CELEBRATORY & REBELLIOUS

In 1985, at the height of the AIDS crisis, a group of fed-up Angelenos walked the streets of LA to demand government action. That was the first AIDS Walk, and since that day hundreds of thousands more have been empowered to march and share their stories, raising nearly \$100 million to fight the epidemic in the process.

AWLA 1985



THE WALK

Every year, thousands of activists, allies, and friends come together in Los Angeles to walk in support of APLA Health and the essential services it provides to thousands across L.A. County. Through this collective effort, the community makes a powerful statement.

We will continue to build on the gains we've made.

We will stand firm in the fight against the inequities that block access to care.

We will hold those in power accountable and demand real change.

We will not rest while HIV/AIDS continues to impact the lives of individuals, families, and communities.

These walkers bring their own stories of resilience and stories of loved ones whose lives have been affected by HIV/AIDS. This walk is a bold declaration of unity from a community determined to drive lasting change.

The impact of this event will resonate throughout the year, fueling our unwavering commitment to advancing our mission.



THE COMMUNITY WE SERVE



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.



19,035

people served annually



65%

of our clients identify as LGBTQ+



13,808

people in medical, dental, and/or behavioral health services



59%

of patients below 200% of federal poverty level



2,012

people living with HIV/AIDS in medical care



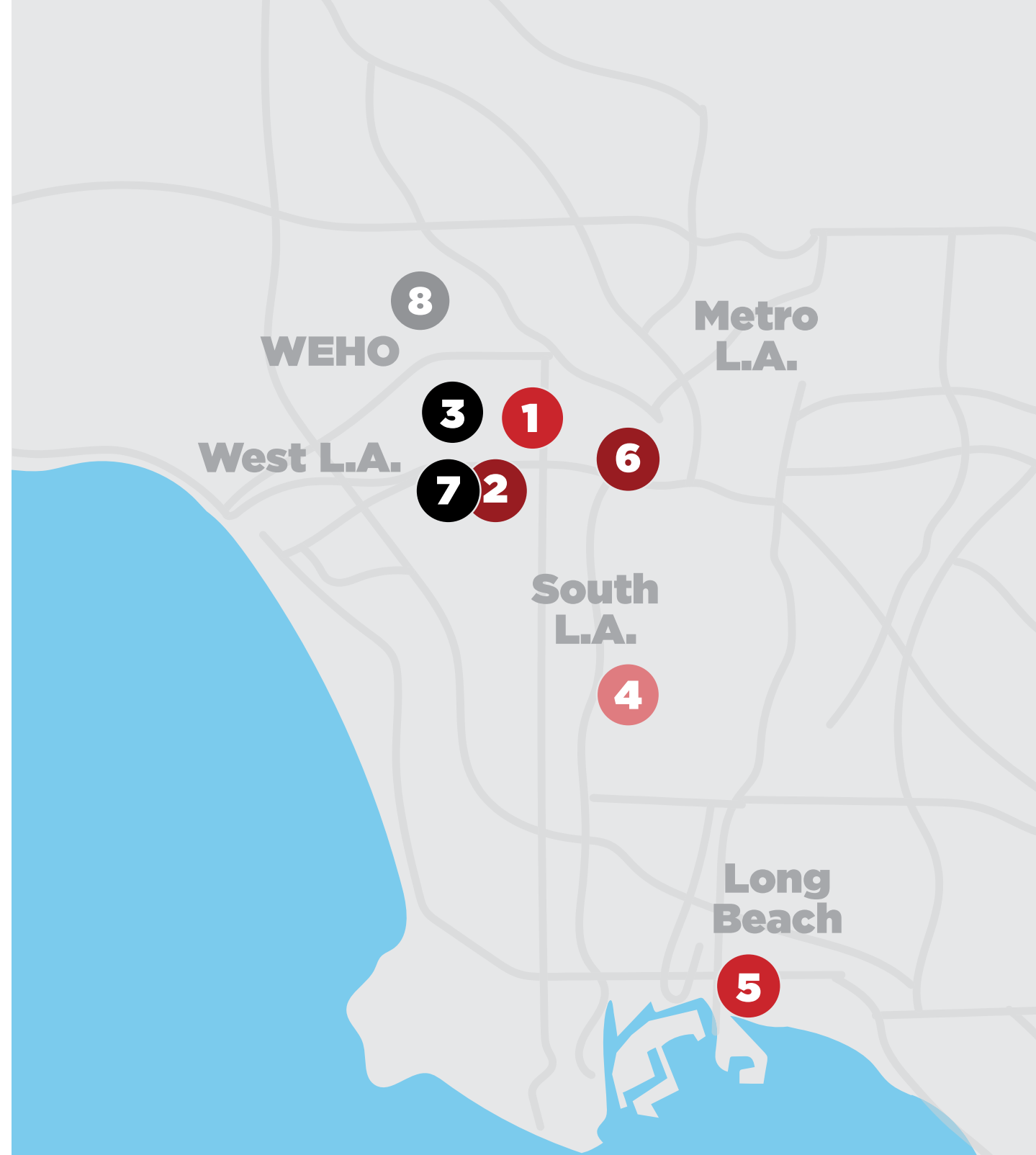
73%

of our clients are from a community of color



APLA HEALTH LOCATIONS

- 1** David Geffen Health Center, Koreatown
- 2** Gleicher/Chen Health Center, Baldwin Hills
- 3** APLA Health Center, Mid-Wilshire
- 4** APLA Health Center, CDU/MLK Medical Campus
- 5** APLA Health Center, Long Beach
- 6** APLA Health Dental Clinic, Downtown Los Angeles
- 7** Out Here Sexual Health Center, Baldwin Hills
- 8** Michael Gottlieb Health Center, West Hollywood

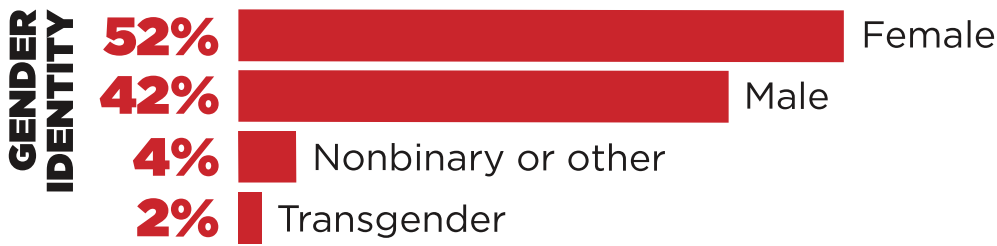
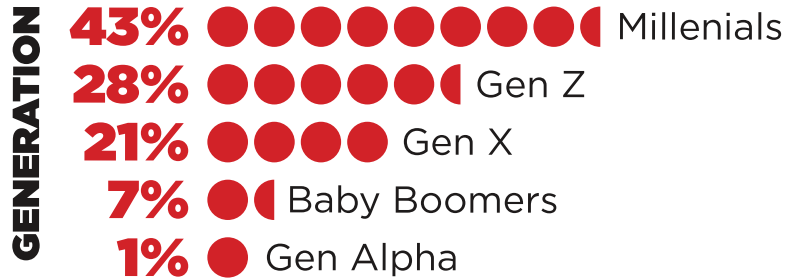
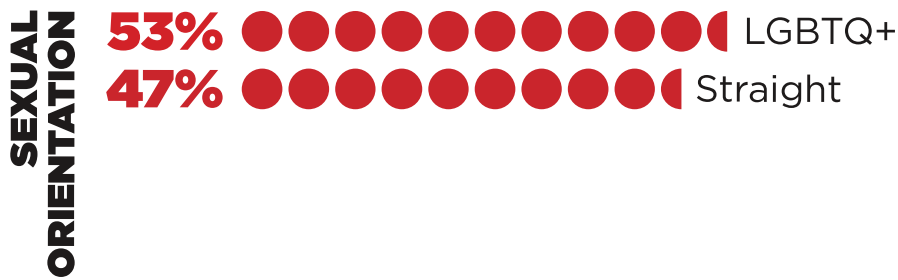
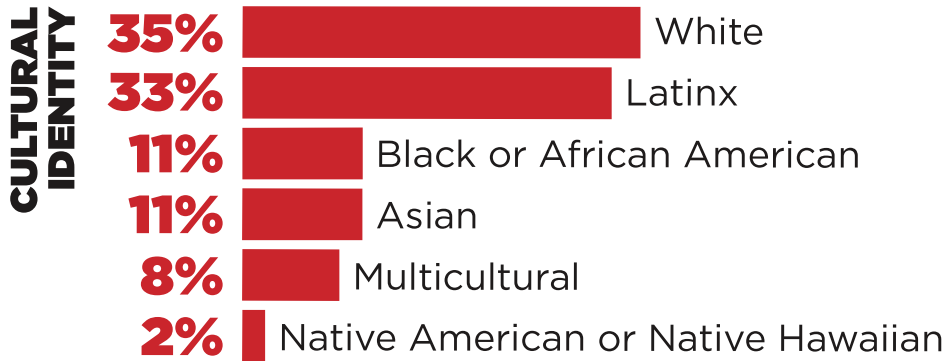


OUR WALKERS

Our participants don't just show up, they show out.

Where similar events are tailored to a specific demographic, AIDS Walk Los Angeles is uniquely diverse across ages, ethnicities, and backgrounds.

**Self reported numbers from AWLA 24, doesn't include "no response"*





YOUR SOCIAL IMPACT

**The individuals who march at AWLA
want to align with brands like yours.**

BE A LEADER FOR CHANGE

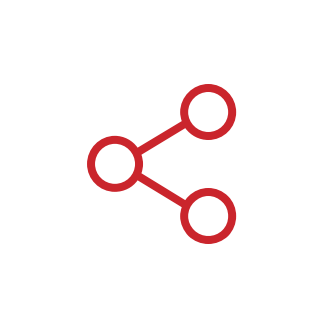
68%
of people are more willing to share content from purpose-driven companies on their social media.



74%
of Millennials said more brands should have or take a stance on social issues.



88%
would buy from a purpose driven company.



67%
of Millennials prefer brands that take a stand.



76%
of Gen Z show support for causes with purchases.



77%
of Gen Z feel more positively towards a brand when it promotes equality on social media.

AN INCREDIBLE STORY

AIDS Walk Los Angeles 2024 was featured in 102 pieces of coverage with an estimated 11.2 billion impressions!



WHY AIDS WALK?



1.7M
EMAIL
INBOXES
REACHED



5,000
PARTICIPANTS
ON WALK DAY

15K
SOCIAL MEDIA
FOLLOWERS



11.2B
MEDIA
IMPRESSIONS



“

**AWLA is one of the
largest community
events in LA.**

”





SPONSORSHIP LEVELS

**Presenting, Premier, Grand,
Principal, Major, Supporting, Event**

AIDS WALK '25

SPONSORSHIP TIERS

	PRESENTING \$250,000	PREMIER \$125,000	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 Santa Monica Blvd vinyl street pole banners							
Company logo on vinyl wrap on Rocco's Weho							
60-second video on park stage post-event programming							
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					
Booth at AWLA for company promotion and product sampling	10x20	10x20	10x10	10x10			
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, Bluesky & Instagram accounts	3x Solo & 1x Grouped	3x Grouped	4x Grouped	2x Grouped	2x Grouped	1x Grouped	
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		
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



East Turnaround (La Cienega)



West Turnaround (Doheny)

Please reach out to **Ken Mintzer at kmintzer@aplahealth.org** to inquire about sponsorship in 2025.

*Additional benefits may be added pending ABC7 promotional partnership

ATF = Above The Fold FTR = Footer

PRESENTING SPONSOR

\$250,000

Maximum pre-event and day-of reach for our most-valued contributors. At this level, you are synonymous with AIDS Walk LA.

Sponsor Benefits *Logo appearing on/in:*



Recognition in AWLA eNewsletters



Company acknowledgment in AWLA press release(s)



Dedicated spotlight email to all AWLA participants



Recognition in full-page LA Times ad



Mentions on AWLA Facebook & Instagram



Recognition on AWLA home & sponsorship page w/ hyperlink



Company logo co-branded with all AWLA 2023 branding



Tiered on-screen recognition pre/post park stage programming



Digital recruitment toolkit templates for your company team



VIP breakfast tickets (seated booth)

Your Presence *Day of event:*

Company logo on Santa Monica Blvd vinyl street pole banners

Tiered on-screen recognition during VIP breakfast

Logo on park stage branding

60sec video on park stage pre/post event programming

Company logo on vinyl wrap on Rocco's WeHo

Booth at AWLA for company promotion and product sampling

PREMIER SPONSOR

\$125,000

Reach a broader audience before the event, and expand your opportunities to tell your story at the start and finish line.

Sponsor Benefits *Logo appearing on/in:*



Recognition in AWLA eNewsletters



Company acknowledgment in AWLA press release(s)



Dedicated spotlight email to all AWLA participants



Recognition in full-page LA Times ad



Mentions on AWLA Facebook & Instagram



Recognition on AWLA home & sponsorship page w/ hyperlink



Digital recruitment toolkit templates for your company team



VIP breakfast tickets (Seated Booth)

Your Presence *Day of event:*

Tiered on-screen recognition pre/post park stage programming

Tiered on-screen recognition during VIP breakfast

Logo on park stage branding

60sec video on park stage pre/post event programming

Booth at AWLA for company promotion and product sampling

GRAND SPONSOR

\$50,000

Announce your support with recognition across every touchpoint of the Walker experience and promotional schedule.

Sponsor Benefits *Logo appearing on/in:*



Recognition in AWLA eNewsletters



Company acknowledgment in AWLA press release(s)



Recognition in full-page LA Times ad



Mentions on AWLA Facebook & Instagram



Recognition on AWLA home & sponsorship page w/ hyperlink



Digital recruitment toolkit templates for your company team



VIP breakfast tickets (x6)

Your Presence *Day of event:*

Tiered on-screen recognition pre/post park stage programming

Tiered on-screen recognition during VIP breakfast

Booth at AWLA for company promotion and product sampling

PRINCIPAL SPONSOR

\$25,000

Grow your brand and your impact in WeHo with the first sponsorship level to offer a booth at the starting line.

Sponsor Benefits *Logo appearing on/in:*



Recognition in AWLA eNewsletters



Company acknowledgment in AWLA press release(s)



Recognition in full-page LA Times ad



Mentions on AWLA Facebook & Instagram



Recognition on AWLA home & sponsorship page w/ hyperlink



Digital recruitment toolkit templates for your company team



VIP breakfast tickets (x4)

Your Presence *Day of event:*

Tiered on-screen recognition pre/post park stage programming

Tiered on-screen recognition during VIP breakfast








Booth at AWLA for company promotion and product sampling

MAJOR SPONSOR

\$15,000

Be recognized by thousands of followers across AIDS Walk LA social channels.

Sponsor Benefits *Logo appearing on/in:*

-  Recognition in AWLA eNewsletters
-  Company acknowledgment in AWLA press release(s)
-  Recognition in full-page LA Times ad
-  Mentions on AWLA Facebook & Instagram
-  Recognition on AWLA home & sponsorship page w/ hyperlink
-  Digital recruitment toolkit templates for your company team
-  VIP breakfast tickets (x2)

Your Presence *Day of event:*

- Tiered on-screen recognition pre/post park stage programming
- Tiered on-screen recognition during VIP breakfast

SUPPORTING SPONSOR

\$10,000

Get started on your support journey with recognition in print and digital placements on Walk day.

Sponsor Benefits *Logo appearing on/in:*



Recognition in AWLA eNewsletters



Company acknowledgment in AWLA press release(s)



Recognition in full-page LA Times ad



Mentions on AWLA Facebook & Instagram



Recognition on AWLA home & sponsorship page w/ hyperlink



Digital recruitment toolkit templates for your company team



VIP breakfast tickets (x2)

Your Presence *Day of event:*

Tiered on-screen recognition pre/post park stage programming

Tiered on-screen recognition during VIP breakfast

EVENT SPONSOR

\$5,000

Get started on your support journey with recognition in print and digital placements on Walk day.

Sponsor Benefits *Logo appearing on/in:*



Recognition in AWLA eNewsletters



Company acknowledgment in AWLA press release(s)



Recognition in full-page LA Times ad



Recognition on AWLA home & sponsorship page w/ hyperlink



Digital recruitment toolkit templates for your company team



VIP breakfast tickets (x2)

Your Presence *Day of event:*

Tiered on-screen recognition pre/post park stage programming

Tiered on-screen recognition during VIP breakfast

PREVIOUS PARTNERS

Join this esteemed list of organizations who have supported the mission to end the HIV/AIDS epidemic.















THE NEXT STEP

Your presence at AIDS Walk Los Angeles means everything.

It's 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 share your support, people take notice.



To get started, please contact:

Ken Mintzer
AIDS Walk Los Angeles Sponsorship
kmintzer@aplahealth.org
213.201.1525