

40 YEARS OF PROGRESS

WE'RE *NOT* WALKING BACK

**AIDS WALK
LOS ANGELES**

powered by **APLA**Health

SPONSORSHIP OPPORTUNITIES

October 13, 2024

Benefiting APLA Health and other Los Angeles County service organizations.



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.



THE WALK

Every year, thousands of activists, allies and friends gather in West Hollywood to show the world that they're Over It.

Over the inequities that keep people out of care.

Over the apathy of those in power.

Over the continued existence of a disease

that affects quality of life for thousands of individuals, families and communities.

WE'RE OVER IT

These walkers represent their own stories of triumph and those of loved ones who have been affected by HIV/AIDS. This walk is a show of strength from a diverse community that won't be denied.

And this event is one that reverberates all year long.



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



65%



13,808



59%



2,012

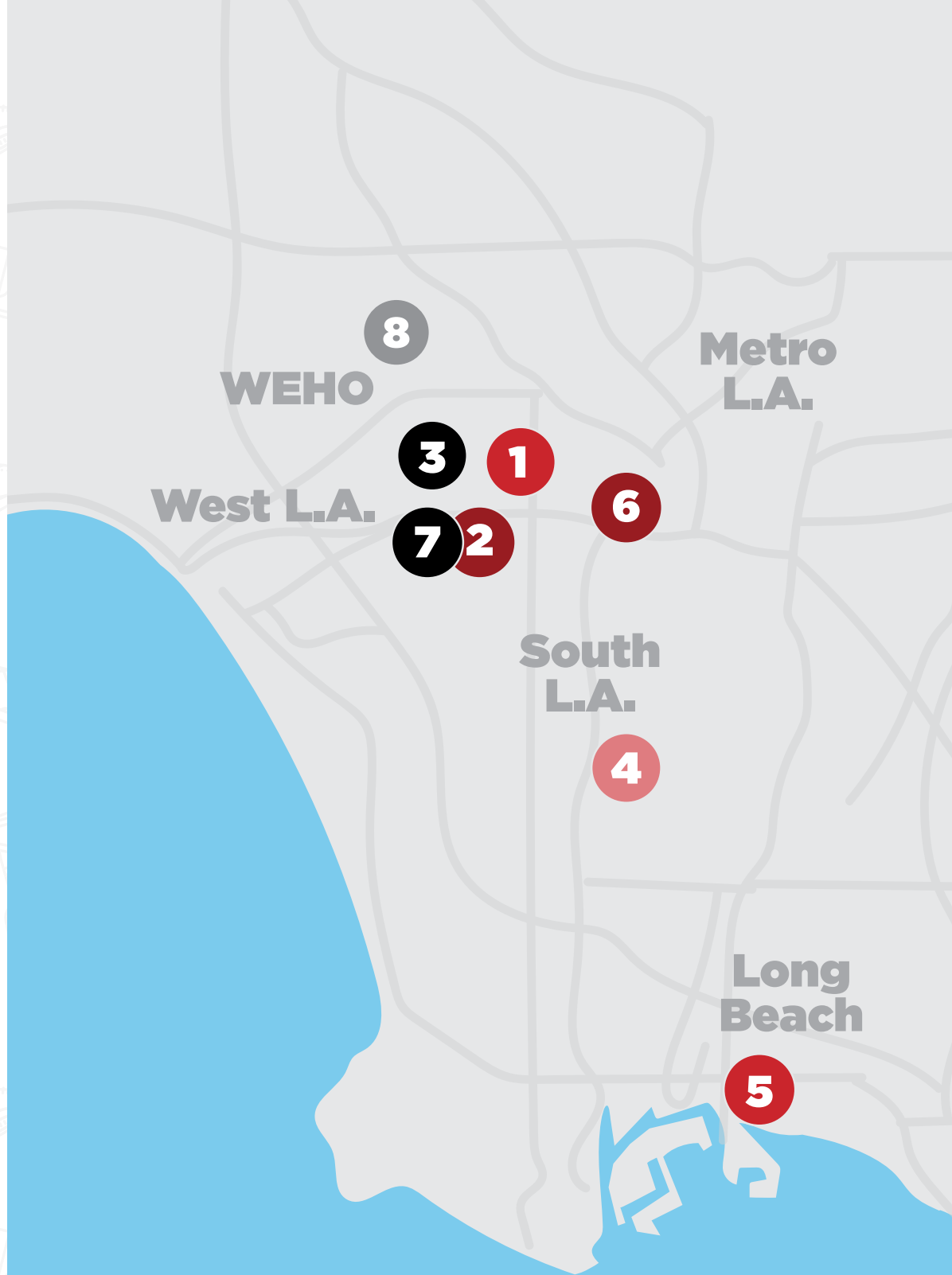


73%



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



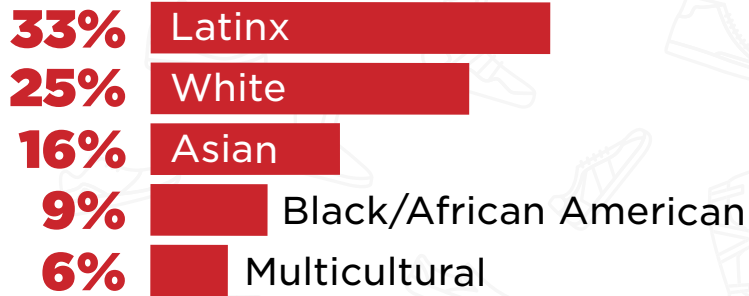
OUR WALKERS

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

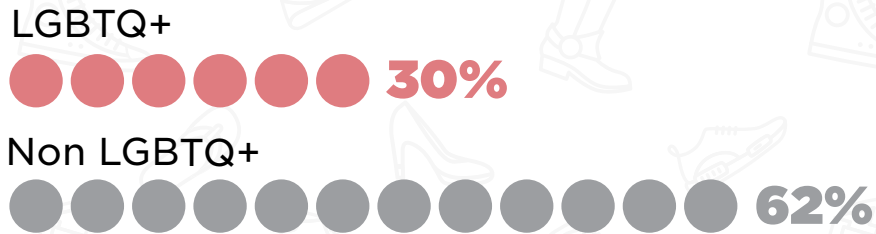
Where similar events are tailored to a specific demographic, AWLA is uniquely diverse across ages, ethnicities, and backgrounds.

**Self reported numbers from AWLA 19, doesn't include "no response"*

CULTURAL IDENTITY



SEXUAL ORIENTATION



Gen X

15%

41%
Gen Z

37%

Millennial

56%
FEMALE

41%
MALE

The background image is a composite of two scenes related to the AIDS Walk LA. The top portion shows a large, dense crowd of people, many wearing white t-shirts, participating in a march. The bottom portion shows a man in a dark t-shirt and sunglasses kneeling on a sidewalk, placing a large, five-pointed star. The star has the name 'CHRISTOPHER SMITH' and the number '18' on it. The entire image is overlaid with a semi-transparent green filter.

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.



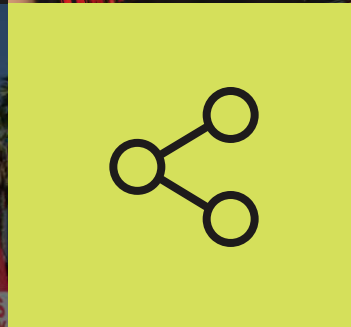
67%

of Millennials prefer brands that take a stand.



88%

would buy from a purpose driven company.



77%

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



76%

of Gen Z show support for causes with purchases.



AN INCREDIBLE STORY

AIDS Walk Los Angeles is featured in 28 media types with an audience reach of 95,641,019.



Los Angeles Daily News



Los Angeles
MAGAZINE



Los
Angeles
Times



INFLUENCE TAKES CENTER STAGE

Join the biggest names
in policy and
entertainment at AWLA.



Frenchie Davis
Broadway performer



Todrick Hall



Betty Who



Garrett Clayton
from Disney



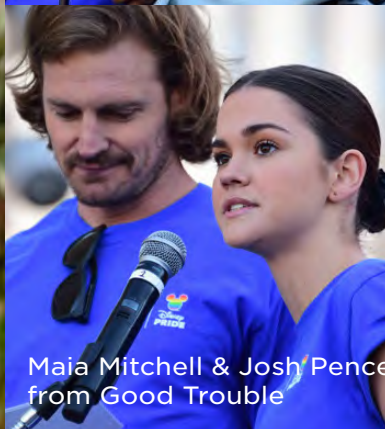
Congresswoman
Maxine Waters



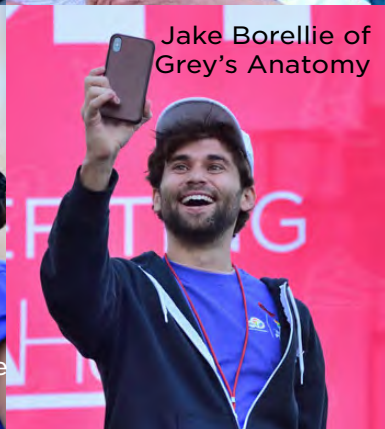
Zuri Adele from
Good Trouble



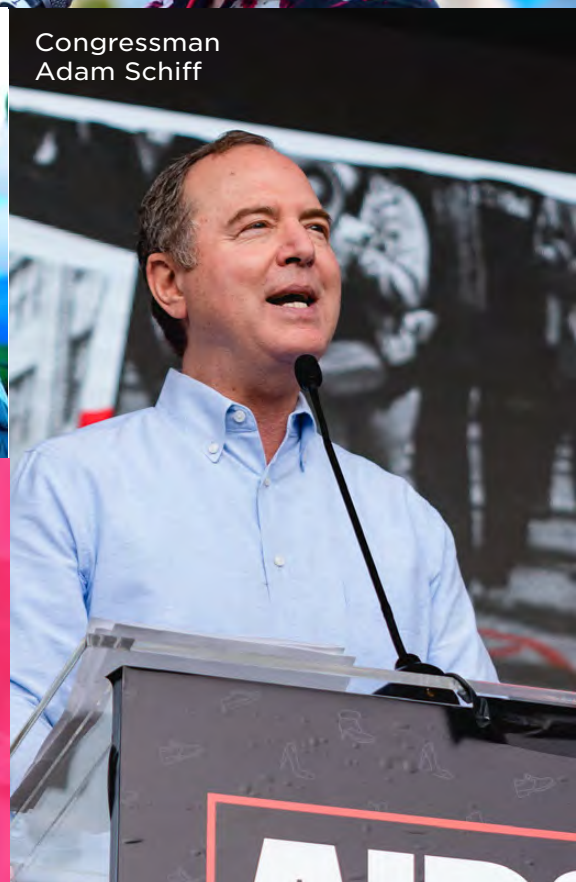
Laverne Cox from
Orange Is The New Black



Maia Mitchell & Josh Pence
from Good Trouble



Jake Borellie of
Grey's Anatomy



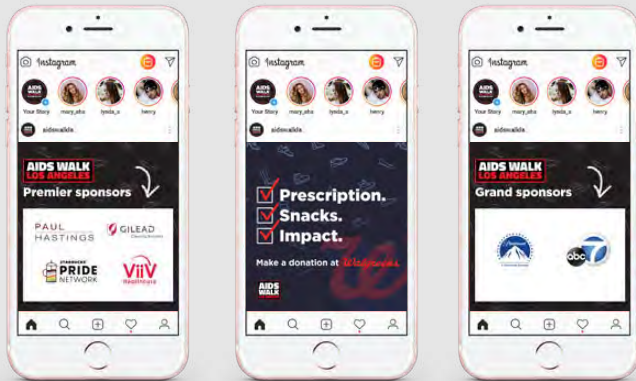
Congressman
Adam Schiff

Your impact is felt before and after the day of the event.

Many participants begin their outreach in July, meaning you have a potential 4 months of exposure to promote your product, service and values.

You can reach Angelenos via:

AIDS Walk LA social media channels (Instagram, Facebook, LinkedIn)



AWLA email campaigns



Partner activations including over 20 LA County Walgreens and Starbucks stores



Posters placed in West Hollywood businesses



Print ad in the LA Times

AIDS WALK

STEP OUT.

STEP UP.

AIDS WALK





SPONSORSHIP LEVELS

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

HYUNDAI

AWLA
AIDS WALK LOS ANGELES

**WE'RE ALL
OVER IT**

DRIVE:EQUALITY

Official Automotive Sponsor of AIDS Walk Los Angeles

WHY AIDS WALK?



1.7M
EMAIL
INBOXES
REACHED



10,000
PARTICIPANTS
ON WALK DAY

15K
SOCIAL MEDIA
FOLLOWERS



54K
RESIDENTS
IN DTLA



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

PREVIOUS PARTNERS

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



PRESENTING \$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 APLA Health & AWLA Facebook, Twitter & Instagram



Recognition on AWLA Home & Sponsorship Page w/ Hyperlink



Company logo co-branded with all AWLA 2023 branding



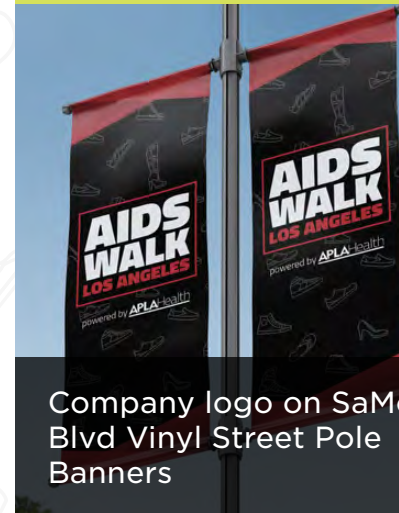
Tiered on-screen recognition pre/post park stage programming



Digital recruitment toolkit templates for your company team



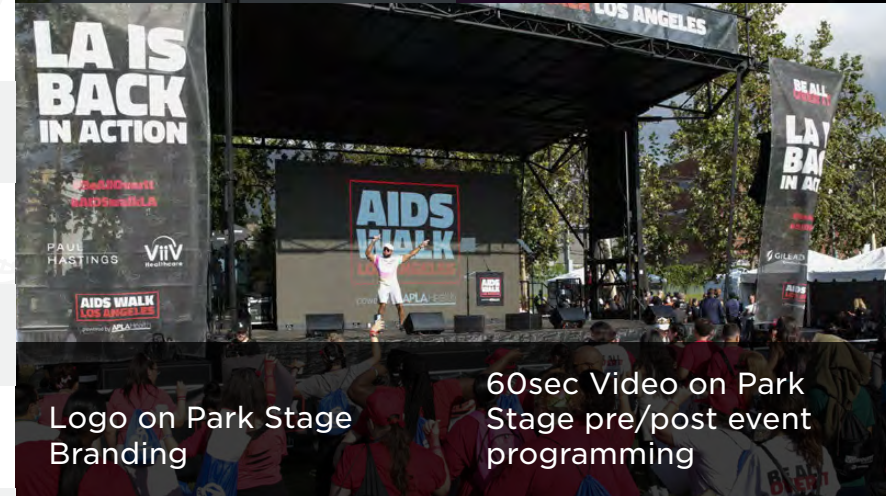
VIP Breakfast Tickets (Seated Booth)



Company logo on SaMo Blvd Vinyl Street Pole Banners

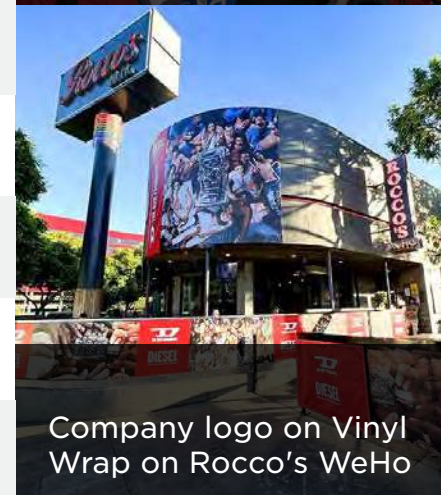


Tiered on-screen recognition during VIP breakfast



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 \$100,000

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 APLA Health & AWLA Facebook, Twitter & Instagram



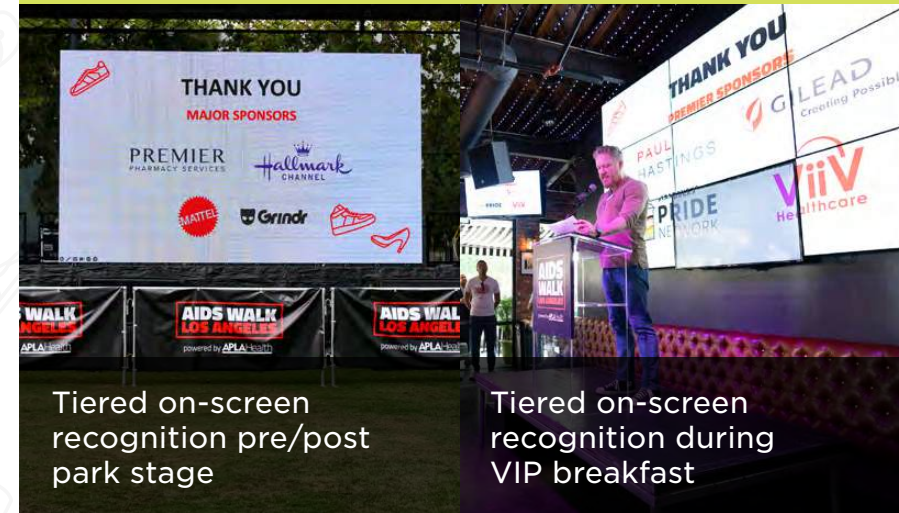
Recognition on AWLA Home & Sponsorship Page w/ Hyperlink



Digital recruitment toolkit templates for your company team

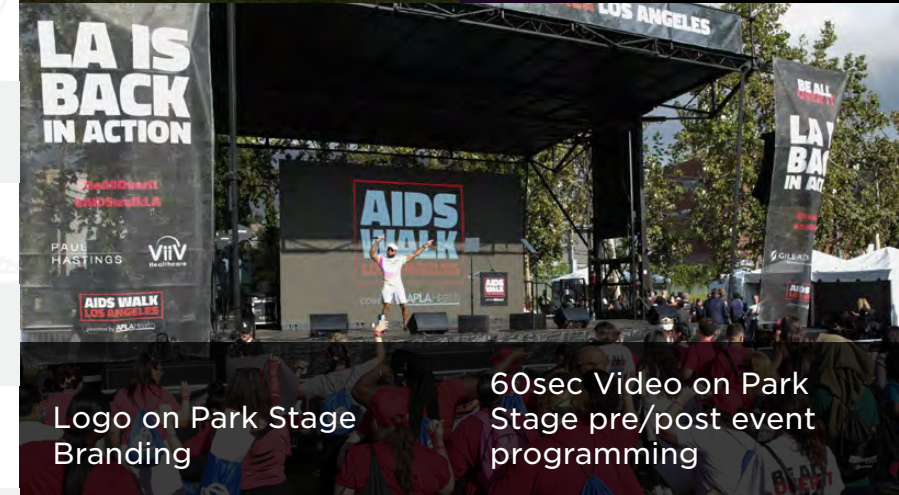


VIP Breakfast Tickets (Seated Booth)



Tiered on-screen recognition pre/post park stage

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 \$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 APLA Health & AWLA Facebook, Twitter & Instagram



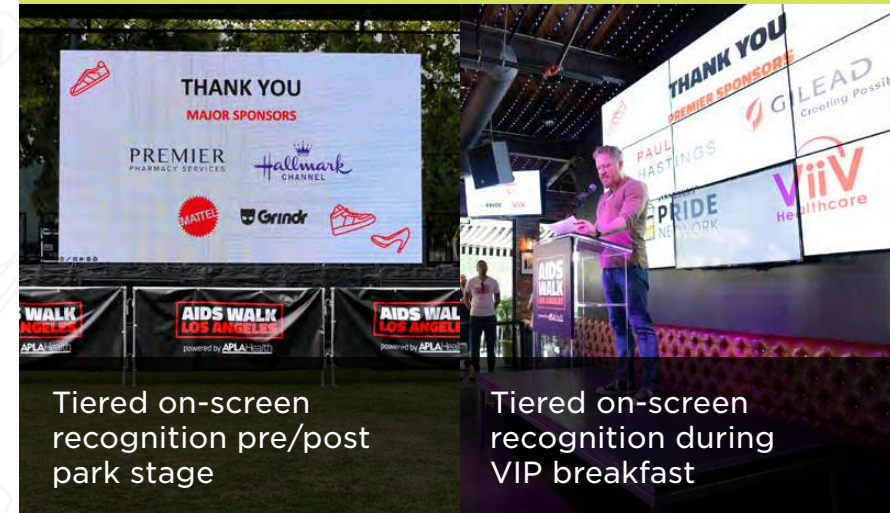
Recognition on AWLA Home & Sponsorship Page w/ Hyperlink



Digital recruitment toolkit templates for your company team



VIP Breakfast Tickets (x6)



Tiered on-screen recognition pre/post park stage

Tiered on-screen recognition during VIP breakfast










Booth at AWLA for company promotion and product sampling

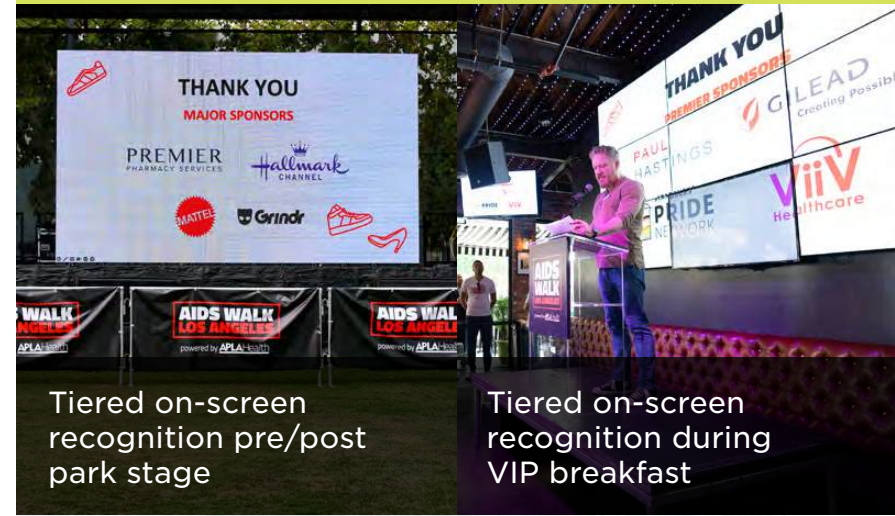
PRINCIPAL \$25,000

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, Twitter & 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:*



MAJOR \$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, Twitter & Instagram



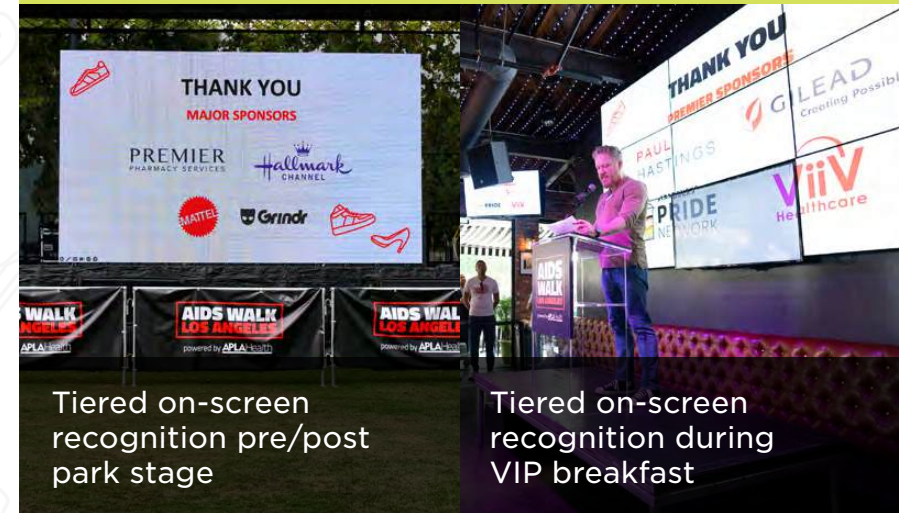
Recognition on AWLA Home & Sponsorship Page w/ Hyperlink



Digital recruitment toolkit templates for your company team










VIP Breakfast Tickets (x2)

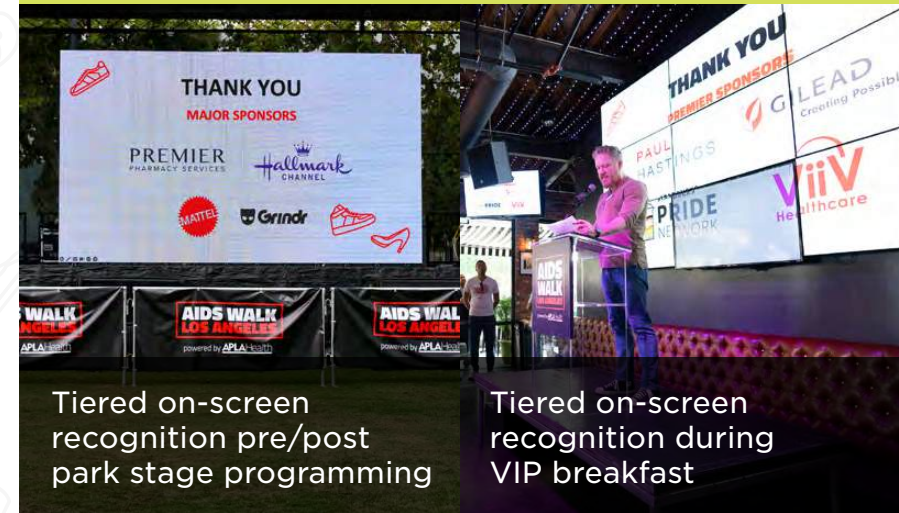


SUPPORTING \$10,000

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, Twitter & Instagram
-  Recognition on AWLA Sponsorship Page w/ Hyperlink
-  Digital recruitment toolkit templates for your company team
-  VIP Breakfast Tickets (x2)



Tiered on-screen recognition pre/post park stage programming

Tiered on-screen recognition during VIP breakfast









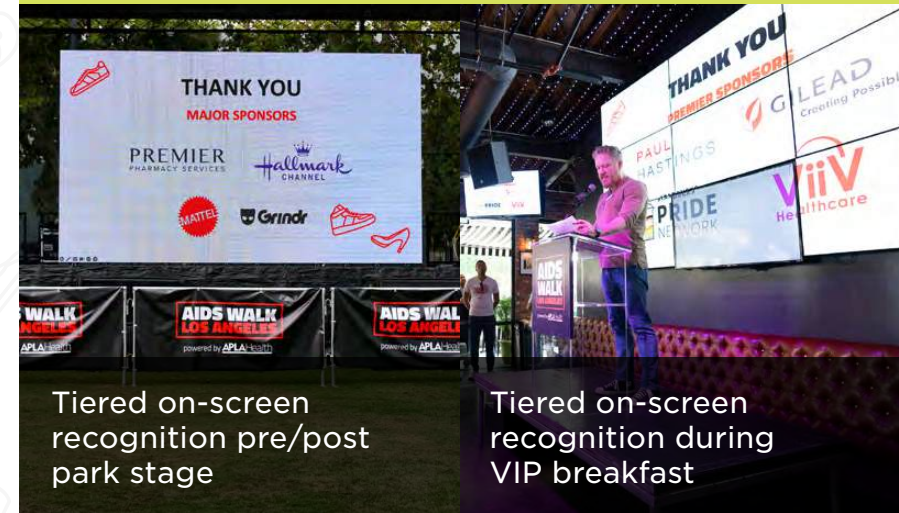
EVENT

\$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 Sponsorship Page w/ Hyperlink
-  Digital recruitment toolkit templates for your company team
-  VIP Breakfast Tickets (x2)



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 2023.



AIDS WALK HELPS YOU TELL YOUR STORY

In addition to the materials previously outlined, AIDS Walk works with you to customize materials and messages to disseminate throughout your organization. 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.

**WE'RE
OVER**
HIV apathy.

Are you over it, too?

Are you over it, too? Join Team Walgreens at AIDS Walk Los Angeles 2022 and take real action to support people living with HIV in LA County.

AIDS Walk LA hits the streets of West Hollywood on October 16, and we're raising money to support vital health services and programs leading up to and through that day. We want you to not only donate, but to show up to the Walk ready to rep Team Walgreens!

Last year, our team raised over \$23,000. This year, our goal is \$25,000 - are you ready to go over and above with us?

Scan the code to join Team Walgreens, make a donation, and learn more about your impact.

**AIDS WALK
LOS ANGELES** **BE ALL
OVERT!** *Walgreens*

**WE'RE
OVER**
Lip service.

No more talking. It's time to help Team MAC Cosmetics end HIV at AIDS Walk Los Angeles 2022.

Join us on Sunday, October 16 as we walk to show that we're so over the systems that keep people with HIV out of care, and the injustices that threaten the lives of so many.

Donate or start an AIDS Walk team to raise funds in support of vital health services in LA County. These programs improve access to care, reduce stigma and provide housing and food support for over 18,000 people affected by HIV.

To register for AIDS Walk Los Angeles 2022, scan the code or visit aidswalkla.org

**AIDS WALK
LOS ANGELES** **BE ALL
OVERT!** **MAC**

**WE'RE
OVER**
Standing by while HIV keeps going.

For over 10 years, Starbucks has partnered with AIDS Walk Los Angeles and APLA Health to use our power for good. This year, Team Starbucks is again challenging the status quo by declaring that we're over standing on the sidelines - it's time for real action.

Starbucks is running a special program in 783 of our stores in LA County to inspire donations and registration for AIDS Walk Los Angeles 2022. While you're waiting for your drink today, scan the code on this poster and make a donation to help your community.

Your donation will help fund over 20 vital health services including:

- HIV-specific healthcare + PrEP & PEP access
- Mental health & dental services
- Transgender community programs
- Nutrition & housing assistance
- Community groups for long-term survivors
- + more

aidswalkla.org

**AIDS WALK
LOS ANGELES** **BE ALL
OVERT!** **STARBUCKS
PRIDE
NETWORK**

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 decide to Be All Over It, people take notice.



To get started, please contact:

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

