



SPONSORSHIP PROPOSAL

Presented by

AFC
junior
board



Make a Statement: Design for the Cure is the AIDS Foundation of Chicago (AFC) Junior Board's signature event held in commemoration of National HIV Testing Day. Used as a vehicle to raise HIV/AIDS awareness among Chicago's 21 – 35 demographic, this event will showcase top fashions from the city's up and coming designers, as well as a raffle and live entertainment.

EVENT OVERVIEW

- Date & Time:** Thursday, May 7, 2009
6:00 p.m.-7:00p.m. (VIP Reception)
7:00 p.m.-10:00 p.m. (Doors Open to Public)
- Location:** River East Art Center
435 E. Illinois
Chicago, Il 60611
- Event Co-Chairs:** Ericka Chesnul
Brent Caburnay
- Guests:** More than 300 attendees representing a cross section of Chicago's 21 – 35 year-old demographic.
- Ticket Prices:** \$50 Individual Ticket – Includes open bar (*Price before March 31*)
\$65 Individual Ticket – Includes open bar (*Price after April 1*)
\$100 Designer Ticket – Includes Runway Seating, VIP Reception, and open bar (*Price before March 31*)
\$125 Designer Ticket – Includes Runway Seating, VIP Reception, and open bar (*Price after April 1*)
- Beneficiary:** Funds raised through ***Make a Statement: Design for the Cure*** will support the AIDS Foundation of Chicago effort to promote sound testing policies, linkage to care, and quality service delivery throughout Chicagoland. To learn more about AFC, visit our website at aidschicago.org.

For further information regarding sponsorship opportunities contact Chris Matthews, Director of Fundraising Events, 312-334-0917.

AIDS Foundation

OF CHICAGO

The mission of the AIDS Foundation of Chicago is to lead the fight against HIV/AIDS and improve the lives of people affected by the epidemic.

Founded in 1985 by community activists and physicians, the AIDS Foundation of Chicago (AFC) is a local and national leader in the fight against HIV/AIDS. We collaborate with community organizations to develop and improve HIV/AIDS services; fund and coordinate prevention, care, and advocacy projects; and champion effective, compassionate HIV/AIDS policy.

To further prevent the spread of this epidemic, we concentrate our work in four major areas:

- Building a Comprehensive System of HIV/AIDS Care
The AIDS Foundation of Chicago is responsible for the administration, ongoing development, and evaluation of a coordinated HIV case management system that serves more than 6,000 men, women, and children living with HIV. AFC also distributes and manages federal funds for primary medical care, housing, substance abuse, food, mental health treatment, and other services, reaching an additional 2,000 people affected by HIV/AIDS. In addition, AFC convenes the Service Providers Council, a coalition of more than 135 AIDS prevention and care agencies that provides leadership in coordinating the metropolitan area's growing and complex system of AIDS services.
- Protecting the Rights of and Securing Resources for People Affected by HIV/AIDS
The AIDS Foundation of Chicago is Illinois' leading advocate for people living with HIV/AIDS and the organizations on which they depend. Working with policymakers at all levels of government, AFC fights for increased public funding for AIDS prevention and care programs, for expanded AIDS services, and for an end to discrimination against people affected by the epidemic.
- Educating Service Providers and the Public on HIV/AIDS Issues
The Service Providers Council of the AIDS Foundation of Chicago provides training events and technical assistance for hundreds of providers and case managers throughout the year on topics directly related to the ongoing care and assistance of HIV-positive individuals and those at-risk for HIV disease. Conferences and workshops are also planned each year on issues of particular importance to the HIV/AIDS service community.
- Funding Community-Based Prevention and Care Programs
Since the AIDS Foundation of Chicago began its grantmaking program in 1988, it has awarded over \$18 million to support HIV/AIDS prevention and care activities across the metropolitan area. In its most recent grantmaking cycle, completed in June 2008, AFC awarded more than \$1.2 million dollars to local HIV/AIDS programs, the largest amount awarded in the agency's history. More than half of all community-based organizations funded this year are serving and governed by communities of color.



Sponsorship Opportunities

Presenting Sponsor.....	\$10,000
Supporting Sponsor.....	\$5,000
Gold Sponsor.....	\$2,500
Silver Sponsor.....	\$1,000

Overall Sponsorship Benefits:

- Visible commitment to the fight against HIV/AIDS on the local level.
- Association with the global movement to fight HIV/AIDS.
- Image-building opportunity in association with a vital cause.
- Extensive exposure through print and electronic media coverage.
- Potential cross-promotions with other sponsors.
- Cause-related marketing opportunities such as public relations, hospitality, and brand awareness.

Special Notes for Sponsors:

- The AIDS Foundation of Chicago is willing to customize all sponsorships to specifically meet your company's marketing objectives.
- In-kind donations are accepted and can be valued as cash sponsorships as applicable.
- To be included in public relations releases and paid advertising, sponsor contracts must be received by **Friday, March 20, 2009**.



PRESENTING SPONSOR - \$10,000

OVERALL RECOGNITION

- Company name included in all press releases
- Company name and logo on the AFC Website
- Company name and logo included in all *Make a Statement: Design for the Cure* email communications sent to the AFC supporters (Note: 40,000+ supporters request emails from AFC)
- Recognition of your sponsorship in one issue of *Update*, AFC's quarterly newsletter, sent to 12,000 AFC supporters

CORPORATE NAME EXPOSURE

- Official host of the pre-event VIP Reception for all Event Sponsors and Designer Ticket Level guests
- Name and/or logo included on all printed materials, including save-the-date cards (7,500+), paid advertising, and event program book
- Name and/or logo on all signage/projections at River East Art Center on event night
- Full-page advertisement with premiere placement in the event program book
- Special recognition from the main stage during the event

HOSPITALITY OPPORTUNITIES

- 12 complimentary tickets (Includes VIP Reception)
- 12 complimentary passes to the Official Event After Party at The Underground (Includes premium vodka cocktails and passed appetizers from 10:00 p.m. – 11:00p.m.)
- 12 complimentary red ribbon lapel pins for your guests
- Runway seating for you and your guests at the event



SUPPORTING SPONSOR - \$5,000

OVERALL RECOGNITION

- Company name included in all press releases
- Company name and logo on the AFC Website
- Company name and logo included in all *Make a Statement: Design for the Cure* email communications sent to the AFC supporters (Note: 40,000+ supporters request emails from AFC)
- Recognition of your sponsorship in one issue of *Update*, AFC's quarterly newsletter, sent to 12,000 AFC supporters

CORPORATE NAME EXPOSURE

- Name and/or logo included on all printed materials, including invitations (7,500+), paid advertising, and event program book
- Full-page advertisement in the event program book
- Name and/or logo on all signage/projections at River East Art Center on Event Night
- Special recognition from the main stage during the event

HOSPITALITY OPPORTUNITIES

- 6 complimentary tickets (Includes VIP Reception)
- 6 complimentary passes to the Official Event After Party at The Underground (Includes premium vodka cocktails and passed appetizers from 10:00 p.m. – 11:00p.m.)
- 6 complimentary red ribbon lapel pins for your guests
- Runway seating for you and your guests at the event



GOLD SPONSOR - \$2,500

OVERALL RECOGNITION

- Company name included in all press releases.
- Company name and logo on the AFC Website.
- Company name and logo included in all *Make a Statement: Design for the Cure* email communications sent to the AFC supporters (Note: 40,000+ supporters request emails from AFC).
- Recognition of your sponsorship in one issue of *Update*, AFC's quarterly newsletter, sent to 12,000 AFC supporters.

CORPORATE NAME EXPOSURE

- Name and/or logo included on all printed materials, including invitations (7,500+), paid advertising, and event program book.
- Half-page advertisement in the event program book.
- Special recognition from the main stage during the event.

HOSPITALITY OPPORTUNITIES

- 4 complimentary tickets (Includes VIP Reception)
- 4 complimentary passes to the Official Event After Party at The Underground (Includes premium vodka cocktails and passed appetizers from 10:00 p.m. – 11:00p.m.)
- 4 complimentary red ribbon lapel pins for your guests
- Runway seating for you and your guests at the event



SILVER SPONSOR - \$1,000

OVERALL RECOGNITION

- Company name included in all press releases.
- Company name and logo on the AFC Website.

CORPORATE NAME EXPOSURE

- Name and/or logo included on all printed materials, including invitations (7,500+), paid advertising, and event program book.
- Half-page advertisement in the event program book.
- Special recognition from the main stage during the event.

HOSPITALITY OPPORTUNITIES

- 2 complimentary tickets (Includes VIP Reception)
- 2 complimentary passes to the Official Event After Party at The Underground (Includes premium vodka cocktails and passed appetizers from 10:00 p.m. – 11:00p.m.)
- 2 complimentary red ribbon lapel pins for your guests
- Runway seating for you and your guests at the event



SPONSORSHIP FORM

___ **Yes, I would like to be a “PRESENTING SPONSOR” at \$10,000**

___ **Yes, I would like to be a “SUPPORTING SPONSOR” at \$5,000**

___ **Yes, I would like to be a “GOLD SPONSOR” at \$2,500**

___ **Yes, I would like to be a “SILVER SPONSOR” at \$1,000**

Name Company/Organization

Address

City/State/Zip Day Phone

Evening Phone Fax

Email Address

I cannot be a **sponsor** at this time; however, I would like to support the AIDS Foundation of Chicago by purchasing:

___ General admission ticket(s) to the event at \$50 per ticket

___ Designer ticket(s) to the event at \$100 per ticket

___ Raffle tickets 10 for \$50

___ Raffle tickets 3 for \$25

___ Raffle tickets 1 for \$10

I am unable to participate but would like to make a tax-deductible contribution of \$_____.

Enclosed is my check for \$_____ payable to the **AIDS Foundation of Chicago** or please charge my contribution to:

___ MasterCard

___ VISA

___ American Express

___ Discover

Account Number Expiration Security Code #

Signature: _____

Please complete this form and fax to AFC at (312) 922-2916 or mail to Chris Matthews, Director of Fundraising Events, AIDS Foundation of Chicago; 411 S Wells, Suite 300; Chicago, IL 60607.