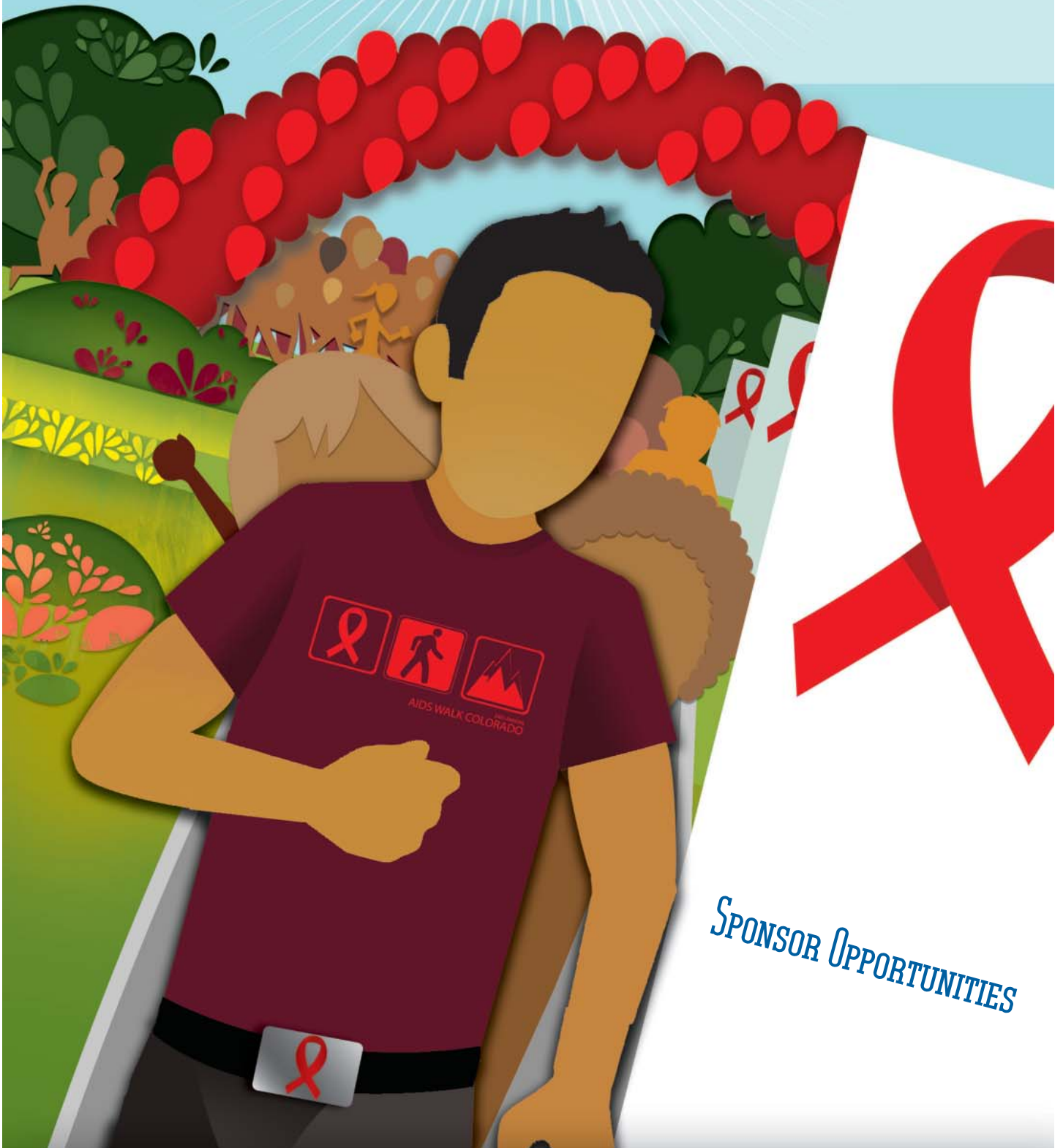


24TH ANNUAL
AIDS WALK COLORADO
AUGUST 13, 2011
CHEESMAN PARK



SPONSOR OPPORTUNITIES



ABOUT COLORADO AIDS PROJECT

Colorado AIDS Project (CAP) was founded 28 years ago as the first community-wide response to the HIV/AIDS crisis that was devastating the Denver metro area. Today, as the largest AIDS service organization in the Rocky Mountains, CAP helps at risk individuals, and those living with HIV and AIDS, to make healthy choices for a self-sufficient, enhanced quality of life. CAP provides innovative, individualized services to those most in need, educates high-risk populations, and advocates for social and health care equity.

The mission of Colorado AIDS Project (CAP) is to prevent HIV infection and improve the quality of life of those affected by HIV and AIDS.

CASE MANAGEMENT

- Assessment of individual client needs
- Provision of information and referrals in order to empower clients in meeting their needs
- Ensure that clients are connected to adequate healthcare
- Assistance with adherence to medication
- Services also available in Spanish

COUNSELING

- Mental health and substance abuse counseling
- Individual, couples and family services
- Support groups

HOUSING

- Subsidized housing
- Permanent residential housing for homeless people living with HIV and AIDS
- Affordable housing referrals and advocacy

EMPLOYMENT PROGRAM

- Employment assistance
- Career evaluation and development services
- Employee readiness training

FINANCIAL ASSISTANCE

- Utility assistance
- Medical bills
- Rent & Mortgage assistance
- Emergency financial assistance
- Transportation assistance

NUTRITION PROGRAM

- Food Bank recognized by the National Conference of Mayors as one of only two programs in the United States providing the most balanced nutrition
- Assists eligible clients with up to one-third of their dietary needs
- Supports and educates clients on nutritional needs associated with HIV and AIDS and antiretroviral medications

PREVENTION

- Public education regarding HIV infection
- Community outreach to at-risk and high-risk populations
- Free monthly HIV testing for both adults and youth
- Group and individual sessions with those most at-risk of HIV infection
- Many services also available in Spanish

PUBLIC POLICY/ADVOCACY

- Advocacy for state and federal legislation pertaining to HIV and healthcare issues, programs and funding
- Coalition building with related healthcare advocacy groups
- Get-Out-The-Vote Campaigns
- Voter Registration Campaigns

IMPACT IN 2009 - 2010 FISCAL YEAR

CLIENTS

Total Clients

- 2,416

New Clients

- 336

CASE MANAGEMENT

- 1,819 Clients
- 42,023 Total Contacts

COUNSELING

- 131 Clients
- 1,929 Hours of Individual and Group Contact

NUTRITION

- 1,192 Food Bank Clients
- 121,373 Meals Provided

FINANCIAL ASSISTANCE

- 1,193 Emergency Financial Assistance Clients
- 917 Transportation Clients Taking 54,609 Total Trips
- 363 Medical Insurance Assistance Clients

HOUSING

- 251 Clients
- 151 Subsidy Clients
- 248 Clients on a Housing Waitlist

PREVENTION

- 2,195 Individuals Directly Impacted Through CAP's Educational Efforts
- 1,093 Individuals Provided with Free HIV Tests



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EVENT DETAILS

WHEN:

Saturday, August 13, 2011

WHO:

Over 8,000 participants from throughout Colorado, walking alone or in teams, raising funds on behalf of AIDS Walk Colorado.

Over 35,000 are people are reached through AIDS Walk Colorado direct marketing and promotional materials.

250,000 to 300,000 people reached through a wider media campaign including coverage by our media sponsors.

WHAT:

AIDS Walk Colorado benefits Colorado AIDS Project and more than 20 other outstanding AIDS service and education providers across the state of Colorado. AIDS Walk Colorado is the Rocky Mountain Region’s largest and most successful HIV and AIDS fundraiser.

Now in its 28th year, Colorado AIDS Project is the leading community-based HIV and AIDS service organization in the Rocky Mountain Region.

WHERE:

AIDS Walk Colorado is a 5K Walk that begins and ends in Cheesman Park, followed by the Celebration of Life Festival with live music, food, beverages, vendors and the Diva Dash Stiletto Fun Run. Cheesman Park is located in the Capitol Hill neighborhood in central Denver.



GENDER:

Female 44%
 Male 56%

AGE:

23 and Under 24%
 24 – 35 40%
 36-44 18%
 44+ 18%

**Numbers based on online registrants only*

Colorado AIDS Project Donor Details

GENDER:

Female 51%
 Male 49%

AGE:

18-24 1%
 25-34 13%
 35-44 25%
 45-54 30%
 55-64 22%
 65+ 10%

Average Household Income: \$58,244

Attended College: 72%

COUNTY OF RESIDENCE:

Denver 40%
 Arapahoe 16%
 Jefferson 15%
 Douglas 7%
 Adams 6%
 Boulder 6%
 Other 5%
 Larimer 2%
 El Paso 1%
 Weld 1%

IMAGES OF PREVIOUS YEARS' AIDS WALK COLORADO





SPONSOR OPPORTUNITIES

PRESENTING SPONSOR

\$25,000

Logo listed as Presenting Sponsor in the 24th Annual AIDS Walk Colorado media campaign including print media, online and direct mail promotions

Logo featured as Presenting Sponsor in all print collateral, a total nearing 25,000 pieces, distributed to 10,000 individuals throughout Colorado

Logo featured as Presenting Sponsor on all e-notices and e-solicitations reaching 10,000 people each month for six months

Logo with hyperlink listed prominently on AIDS Walk Colorado websites for the duration of AIDS Walk Colorado

Logo listed as Presenting Sponsor on main stage sponsor banner

Logo listed on incentive t-shirt (1,000)

Acknowledgement and physical presence on main stage during opening ceremonies

Priority tent placement in the Sponsor area of festival in order to gain more exposure and brand awareness

Opportunity to provide branding materials to over 8,000 participants

Opportunity to utilize team of AIDS Walk Colorado Volunteers for set up and breakdown

Exclusive industry sponsorship of the event

Inclusion in Pre- and Post- Walk events

Retail activation TBD by both parties

Logo listed in Annual Report

If you are interested in discussing partnership opportunities, please contact Jeff Trujillo at 303.962.5304 or e-mail him at JeffT@AIDSwalkcolorado.org.



SPONSOR OPPORTUNITIES

PREMIER SPONSOR

\$10,000

Logo listed as Premier Sponsor in the 24th annual AIDS Walk Colorado media campaign including print media, online and direct mail promotions

Logo featured prominently in most print collateral, a total nearing 25,000 pieces, distributed to 10,000 individuals throughout Colorado

Logo featured as Premier Sponsor on all e-notices and e-solicitations reaching 10,000 people each month for six months

Logo with hyperlink listed prominently on AIDS Walk Colorado websites for the duration of AIDS Walk Colorado

Logo listed on event poster (2,500)

Logo listed on incentive t-shirt (1,000)

Logo listed on main stage sponsor banner

Logo listed in Annual Report

Tent placement in Sponsor area of festival in order to gain more exposure and brand awareness

Opportunity to provide branding materials to approximately 8,000 participants

If you are interested in discussing partnership opportunities, please contact Jeff Trujillo at 303.962.5304 or e-mail him at JeffT@AIDSwalkcolorado.org.



SPONSOR OPPORTUNITIES

MAJOR SPONSOR

\$5,000

- Logo listed as Major Sponsor in the 24th annual AIDS Walk Colorado media campaign including print media, online and direct mail promotions
- Logo featured in most print collateral, a total nearing 25,000 pieces, distributed to 10,000 individuals throughout the state of Colorado
- Logo featured as Major Sponsor on all e-notices and e-solicitations reaching 10,000 people each month for six months
- Logo with hyperlink listed prominently on the AIDS Walk Colorado website
- Logo listed on event poster (2,500)
- Logo listed on incentive t-shirt (1,000)
- Logo listed on main stage sponsor banner
- Tent placement in Sponsor area of festival in order to gain more exposure and brand awareness
- Opportunity to provide branding materials to approximately 8,000 participants

EVENT SPONSOR

\$2,500

- Name listed on the AIDS Walk Colorado website
- Name listed on event poster (2,500)
- Name listed on incentive t-shirt (1,000)
- Tent placement in Sponsor area of festival in order to gain more exposure and brand awareness
- Opportunity to provide branding materials to approximately 8,000 participants

If you are interested in discussing partnership opportunities, please contact Jeff Trujillo at 303.962.5304 or e-mail him at JeffT@AIDSwalkcolorado.org.

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