

FRANNIE PEABODY CENTER

Comprehensive HIV & AIDS Services

CORPORATE PARTNERSHIP PROGRAM

As Maine's premier HIV/AIDS service organization, Frannie Peabody Center has an extensive history of meaningful and high-profile events dedicated to raising awareness and support for people living with and at risk for HIV/AIDS. Our work would not be possible without local partners committed to the same goals of achieving lasting health within our community.

Your partnership not only has an enduring impact on the lives of people in Maine but also takes us one step closer in bringing an end to AIDS in Maine.

Gold Partner.....\$25,000

Gold Partnership provides exclusive opportunities for dedicated corporate partners. This customizable package allows your company to be the *Presenting Sponsor* at **all major agency events** throughout the year. We will also tailor benefits to meet your company's specific marketing goals.

- Logo prominently displayed on all promotional materials, including media and print advertising, invitations, posters, t-shirts and/or other takeaway items
- Prominent placement on FPC website and event website where applicable
- Opportunity to speak during events
- Formal acknowledgment during events
- Logo on event-specific materials - brochures, route markers, banners, etc. during events
- Opportunity to distribute company supplied give-aways at events
- Company supplied table and banner at events
- Complimentary registration for team of 7 at the Southern Maine AIDSWalk/5K Run
- 10 Complimentary tickets to *Spotlight* event

Your brand will also be included on general agency marketing materials, newsletters, and media releases distributed in print and electronic formats throughout the year.

Silver Sponsor.....\$15,000

Silver sponsorship includes the following recognition opportunities for supporting three of Frannie Peabody Center's high visibility events:

- Logo prominently displayed on all promotional materials, including media and print advertising, invitations, posters and t-shirts or other takeaway items
- Prominent placement on event and FPC website
- Opportunity to speak during event
- Formal acknowledgment during event
- Logo on event-specific materials - brochures, route markers, banners, etc. during event(s)
- Opportunity to distribute company supplied give-aways at event
- Company supplied table and banner at event
- Complimentary registration for team of 5 at the Southern Maine AIDSWalk/5K Run
- 6 Complimentary tickets to *Spotlight* event

Bronze Sponsor.....\$10,000

Bronze sponsorship includes the following recognition opportunities for supporting two of Frannie Peabody Center's high visibility events:

- Logo prominently displayed on all event promotional materials, including media and/or print advertising, invitations, posters, and t-shirts as appropriate
- Formal acknowledgment during the event
- Company supplied table and banner at event
- Opportunity to speak during event
- Complimentary registration for team of 5 at the Southern Maine AIDSWalk/5K Run
- 2 Complimentary tickets to *Spotlight* event

For more information contact:
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CALENDAR OF EVENTS - 2015/16

Month	Event & Description	Estimated Attendance
February - May	<p><i>Southern Maine AIDS Walk/5K Run</i></p> <p>With 300 participants, 1,000 donors, and over 25 sponsors, the Southern Maine AIDS Walk has a promotional period of four full months, and raises over \$100,000 for FPC's HIV/AIDS services</p>	>300
April - May	<p><i>Frannie's Birthday - Leadership Luncheon</i></p> <p>Over 100 Participants celebrating the role of women in the history of HIV/AIDS activism</p>	>100
	<p><i>Red Ribbon Party</i></p> <p>As part of "AIDS Walk Weekend" in Ogunquit, The Red Ribbon Party raises over \$20,000 and offers over two months of exposure</p>	>200
June	<p><i>Pride Parade & Festival</i></p> <p>FPC has been a prominent figure at Portland's Pride Parade for decades. From the agency's parade float to surrounding events, marketing opportunities reach a wide range of community members and age groups.</p>	>800
October	<p><i>Scarborough Middle School Bike-a-thon</i></p> <p>In memory of activist Ed Wimert, Scarborough Middle Schoolers have been supporting FPC for more than 25 years. Parents, older siblings and the community-at-large support and ride with students as they strive to meet their goals.</p>	>200
October	<p><i>High Heel Dash</i></p> <p>As the largest event during OgunquitFest, hundreds of tourists gather at Perkin's Cove to see brave costumed contestants race in high heels - all to benefit Frannie Peabody Center.</p>	>600
October	<p><i>Spotlight</i></p> <p>A collaborative event that brings several of Maine's performing arts organizations together for a one-night performance to benefit FPC services.</p>	>1000
December	<p><i>World AIDS Day</i></p> <p>Recognized around the world as a day to remember those we have lost, and support those still fighting. Throughout the years, FPC has hosted remembrance events, month-long exhibits (First Friday Artwalks), and awareness events throughout the month of December</p>	>500

Frannie Peabody Center also participates in smaller fundraisers throughout the year that vary by location and date. This includes but is not limited to local business giving days, volunteer initiated house parties, restaurant benefits, etc.