



FRANNIE PEABODY CENTER

Comprehensive HIV & AIDS Services

Southern Maine AIDS Walk / 5K Run
May 4, 2019 - Ogunquit Beach

Frannie Peabody Center's largest annual fundraiser
supporting direct service programs.
Promotion spans Feb 1 through June 1



ABOUT THE EVENT

AIDS Walk Weekend is rapidly becoming a premiere community event, drawing runners, walkers and supporters from across Maine and offering excellent collaboration engagement, and sponsorship opportunities.

The events will span the entire weekend, including auctions, dance parties, brunches and grand finale parties, giving sponsors increased exposure and an opportunity to participate in the events in a variety of ways as sponsors, volunteers, race participants, and hosts to fun and celebratory events surrounding the race. These events are particularly well designed for sponsors seeking to engage their employees through volunteer opportunities and team building activities.

Sponsorship of this event provides affiliation with a well known cause and organization and provides excellent return on investment through some of the following:

- Over 3,500 unique visitors through internet, media and marketing campaign
- Broad appeal to wide cross-section of amateur and competitive runners
- Approximately 350 fundraising runners/walkers
- Approximately 6,000 website hits
- Statewide and local media outreach/campaign
- Past sponsors have included Key Bank, Mainstreet, Hannaford, The Maine Red Claws & a variety of others.

Sponsorship Levels

Premier Sponsor.....\$5,000

Premier sponsorship includes the following recognition opportunities during all of Frannie Peabody Center's high visibility events throughout AIDS Walk Weekend:

- 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(s)
- Formal acknowledgment during event(s)
- Logo on route markers, banners, etc. during event(s)
- Opportunity to distribute company supplied give-aways at event(s)
- Company supplied table and banner at event(s)

Principal Sponsor.....\$2,500

Principal sponsorship includes the following recognition opportunities for supporting one of Frannie Peabody Center's high visibility events during AIDS Walk Weekend:

- 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 route markers, banners, etc. during event
- Opportunity to distribute company supplied give-aways at event
- Company supplied table and banner at event

Lead Sponsor.....\$1,000

- Logo prominently displayed on all promotional materials, including media and print advertising, invitations, posters, and t-shirts or other takeaway items
- Formal acknowledgment during the event

For more information contact:

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