



FRANNIE PEABODY CENTER  
Comprehensive HIV & AIDS Services



## ABOUT THE EVENT

AIDS Walk Weekend is a premiere community event and Frannie Peabody Center's largest annual fundraiser, drawing runners, walkers and supporters from across Maine, and offering excellent opportunities for engagement and sponsorship. The event includes a Friday evening Red Ribbon Party (5/1) and a Saturday 5K Walk/Run (5/2), 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.

## WHY SPONSOR

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
- Appeal to wide cross-section of amateur and competitive runners - approximately 350 fundraising runners/walkers
- Over 6,000 website hits
- Statewide and local media outreach/campaign
- Past sponsors include KeyBank, Maine Medical Center, Hannaford, MaineStreet, The Maine Red Claws & many others

## SPONSORSHIP LEVELS (Promotion spans Feb 1 through June 1)

**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 logo 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)
- 10 free registrations for team members

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

Principal sponsorship includes the following **recognition opportunities during 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 logo 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
- 5 free registrations for team members

**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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