



## AID Atlanta's 40<sup>th</sup> Anniversary Celebration

An evening to reflect, remember, celebrate, and inspire  
Saturday, November 12, 2022 | 6:30 pm – 11:00 pm

The Loudermilk Conference Center  
40 Courtland St NE | Atlanta, GA 30303  
[www.aidatlanta.org/anniversary](http://www.aidatlanta.org/anniversary)

**AID Atlanta** has been saving and transforming lives since its inception in 1982, driven by the mission of reducing new HIV infections and improving the quality of life of our members and the community by breaking barriers and building community. Embracing the core values of compassion, respect, service excellence, and integrity, AID Atlanta quickly expanded to offer a broad range of services to meet the needs of the community and has since grown to be one of the most comprehensive HIV service organizations in the Southeast.

AID Atlanta's service delivery model has evolved to offer a full continuum of care including medical case management, housing assistance, and emotional wellness care. Through our affiliation with AIDS Healthcare Foundation, AID Atlanta provides primary HIV medical care and on-site pharmaceutical services.

AID Atlanta works to prevent new HIV infections through education, free HIV/STI screening and treatment, PrEP services, community outreach programs, and operation of the Georgia HIV/STI information line.

### ***40 Years of Hope***

AID Atlanta's 40<sup>th</sup> Anniversary Celebration is an opportunity for our community to celebrate 40 years of success, evolution, and steadfast service as we commemorate those who have been impacted by HIV/AIDS and recognize those who have joined us on this journey to end the HIV epidemic. While our mission and core values guide our programs and services, it is through the combined efforts of our incredibly dedicated staff, passionate volunteers, and loyal supporters that we have been able to save and transform thousands of lives since 1982. This event will provide a full evening of dinner, drinks, entertainment, and speakers.

### ***Anniversary Celebration Guests***

Our guests will represent the full spectrum of diversity, as we will be inviting all community stakeholders to join us in celebration. This will include highly respected members of the HIV/AIDS field and the nonprofit sector including the AHF/AID Atlanta Board of Directors, Atlanta Advisory Board, and colleagues from HIV/AIDS Service Organizations, along with representatives of other nonprofits.

Additionally, AID Atlanta is an organization that highly values diversity at every level, evident by the fact that our staff, from leadership to professional entry-level staff members, predominantly identify as Black/African American, Indigenous, Persons of Color (BIPOC) and Female. While the more than 60,000 service encounters in Greater Atlanta represent diverse ethnicities, genders, sexual orientations, sexual identities, abilities, and socio-economic status. On average, the clients we serve identify as Black/African American, Cis Male, between the ages of 24 and 55 years old. These men reside in Fulton, DeKalb, or Cobb counties, earn less than \$33,000 annual income, and are uninsured or underinsured.

We are planning on welcoming a substantial number of former and current clients of AID Atlanta, as well as current and former staff, to the event. Historically, the HIV epidemic disproportionately affected Men who have sex with Men, and still disproportionately affects Black Men and Latino Men. LGBTQ+ private sector individuals, organizations, and corporate partners are the backbone of financial support for AID Atlanta with tens of millions of dollars raised and donated over our 40-year history.



## AID Atlanta's 40<sup>th</sup> Anniversary Celebration

An evening to reflect, remember, celebrate, and inspire  
Saturday, November 12, 2022 | 6:30 pm – 11:00 pm

The Loudermilk Conference Center  
40 Courtland St NE | Atlanta, GA 30303  
[www.aidatlanta.org/anniversary](http://www.aidatlanta.org/anniversary)

### **Engaging Our Partners**

We have found that the most effective community partnerships are when both parties mutually benefit. As we understand that every business is different, AID Atlanta is happy to work with you to develop a partnership tailored to your organization's specific needs and objectives that includes customized and unique opportunities. Below you'll find a menu of suggestions on ways that we can work together to engage our 40<sup>th</sup> Anniversary Celebration guests. As this is not an exhaustive list, we are happy to work with you on new, innovative ways to engage our audience. Please contact us with any suggestions!

### **Menu of Opportunities**

This is a general list of potential benefits that are available to partners. All benefits are negotiable and can be developed to best suit partners' needs.

- Onsite distribution (marketing and/or sampling)
- Advertising
- Webpage recognition
- Social media recognition
- Logo placement
- Database/Newsletter marketing
- Employee benefits
- Public relations
- Programming Opportunities

### **Audience Activation**

These are some more creative options for partners to engage our guests. If you have any other creative ideas, please reach out to Jon Santos at [jon.santos@aidatlanta.org](mailto:jon.santos@aidatlanta.org)!

#### **Exclusive Sponsor VIP Lounge**

**\$7,500 Avail. 1**

- Considered full presenting partner of the VIP Lounge
- Acknowledged from the podium at the end of the program
- Company logo will be included on event signage, event-related materials (paper and products), social media, event webpage, and in agency newsletter
- Guests will receive lanyards with company logo for entry into lounge and VIP seating

#### **Southern Bites Cocktail Reception Sponsor**

**\$7,500 Avail. 1**

- Full page advertisement in formal printed program
- Acknowledged from the podium at the end of the program
- Company logo will be included on event signage, event-related materials (paper and products), social media, event webpage, and in agency newsletter
- Fun idea: Run a social media contest where people have to take a selfie while eating their dessert and tweet the photo using a hashtag of your choice for a chance to win an exciting prize.



## AID Atlanta's 40<sup>th</sup> Anniversary Celebration

An evening to reflect, remember, celebrate, and inspire  
Saturday, November 12, 2022 | 6:30 pm – 11:00 pm

The Loudermilk Conference Center  
40 Courtland St NE | Atlanta, GA 30303  
[www.aidatlanta.org/anniversary](http://www.aidatlanta.org/anniversary)

### Sweetest Supporter: Sponsor Dessert & Coffee Reception

**\$5,500 Avail. 1**

- Full page advertisement in formal printed program
- Acknowledged from the podium at the end of the program
- Company logo will be included on event signage, event-related materials (paper and products), social media, event webpage, and in agency newsletter
- Fun idea: Run a social media contest where people have to take a selfie while eating their dessert and tweet the photo using a hashtag of your choice for a chance to win an exciting prize.

### Table Champion

**\$1,400-10 guests – Avail. 12 | \$840-6 guests – Avail. 10**

- Receive naming rights for one table in formal ballroom
- Company logo and chosen table name will be included on table centerpiece and recognition will be included on event signage, event webpage, and social media platforms
- Fun idea: Run a social media contest where people have to take a selfie at your table, with your specialty branded table centerpiece in the background, and tweet the photo using a hashtag of your choice for a chance to win an exciting prize.

### Performance Patron

**\$3,000 – Avail.2 | \$1,500 – Avail. 6**

Sponsor one of the performers that will be mingling with guests or one of the performances that will take place during the formal program

- Acknowledged in the introduction and/or before performance
- Recognized sponsorship in formal printed program and receive a half-page ad

## 40 Champions for 40 years of Hope

**\$5,500**

AID Atlanta's 40 for 40 Champions of Hope is a social media recognition campaign celebrating our 40<sup>th</sup> Anniversary by honoring and recognizing 40 champions that have been a part of the AID Atlanta 40-year legacy and/or have been great champions in the field of HIV/AIDS!

Throughout the history of AID Atlanta and the AIDS epidemic, these champions took on new roles, forged new paths, built where there was nothing, lobbied, marched, fought, cried, and died to force the world to see that people with HIV/AIDS mattered then, now, and in the future. We recognize a champion each week across all of our social media platforms (Facebook, Instagram, & Twitter) and in our internal weekly staff newsletter. We will also recognize these champions during our 40<sup>th</sup> Anniversary Celebration with the presentation of the commemorative 40 Champions for 40 Years of Hope keepsake.

Keepsake sponsorship is available with company logo included on the inside of the book, and on event signage, event-related materials (paper and products), social media, event webpage, and in agency newsletter. In addition, sponsor will be recognized in formal printed program and receive a half-page advertisement.



## AID Atlanta's 40<sup>th</sup> Anniversary Celebration

An evening to reflect, remember, celebrate, and inspire  
 Saturday, November 12, 2022 | 6:30 pm – 11:00 pm

The Loudermilk Conference Center  
 40 Courtland St NE | Atlanta, GA 30303  
[www.aidatlanta.org/anniversary](http://www.aidatlanta.org/anniversary)

### Sponsorship Levels

The sponsorship levels offered below are meant to act as a guide, but benefits are completely negotiable and uniquely developed in collaboration with each partner. Efforts to secure commitments are underway. Commitment forms are required for marketing to advance. Benefits begin as soon as a signed and completed Commitment Form is received. All Pledges are to be filled by December 31, 2022.

40 <sup>th</sup> Anniversary Celebration Sponsorship	Cash Gift Amount	Unique Benefits Afforded Level
Presenting Sponsor	\$10,000+	-Your chosen benefits are collectively valued at \$10,000 or more -Completely customizable benefits package including: General admissions tickets and access to VIP Lounge Reserved VIP table at celebration event with branded centerpiece Ultimate media package Access to community events hosted by AID Atlanta in 2023 Engagement opportunities to increase employee volunteerism Access to specialty presentations offered by AID Atlanta
Patron of Hope	\$7,500	-Your chosen benefits collectively valued between \$5,000 and \$7,500 -Flexible benefits package including: General Admissions tickets and access to VIP Lounge Upgraded media package Access to some community events hosted by AID Atlanta in 2023 Engagement opportunities to increase employee volunteerism
Benevolent Benefactor	\$5,000	-Your chosen benefits collectively valued between \$2,500 and \$5,000 -Flexible benefits package including: General Admissions tickets and access to VIP Lounge Upgraded media package Engagement opportunities to increase employee volunteerism
Courageous Contributor	\$2,500	-Your chosen benefits collectively valued between \$1,000 and \$2,500 -Flexible benefits package including: General Admissions tickets and access to VIP Lounge Basic media package

Individual Support	Gift	Additional Benefits
Grand Table Champion	\$1,400	Reserved VIP seating for ten (10) at exclusive table Receive access to VIP lounge during pre-program reception
Table Champion	\$840	Reserved VIP seating for six (6) at smaller table Receive access to VIP lounge during pre-program reception
Celebration Hosts	\$300	Two (2) VIP Admissions, plus two additional couples to join you (4) Reserved seating in VIP area and access to VIP lounge
Very Interested Partner (VIP)	\$140	Receive access to VIP lounge during pre-program reception
Guest Admission	\$40	General admission