



## **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 has been able to provide 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 delicious lite bites, adult beverages, 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 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.

**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.

**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 marketing and sampling | Advertising                   |
| Webpage recognition           | Social media recognition      |
| Logo placement                | Database/Newsletter marketing |
| Employee benefits             | Public relations              |
| Programming Opportunities     |                               |

**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. Benefits begin as soon as a signed and completed Commitment Form is received. All Pledges are to be filled by December 31, 2022.

<b>40<sup>th</sup> Anniversary Celebration Sponsorship</b>	<b>Amount of Gift</b>	<b>Unique Benefits Afforded Level</b>
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 Media package

To discuss Sponsoring the AID Atlanta 40<sup>th</sup> Anniversary Celebration please contact Jon Santos at 404-870-7763 or email to: [jon.santos@aidatlanta.org](mailto:jon.santos@aidatlanta.org)