



HOPE & HELP

Sponsorship Guide



Hope and Help Center of Central Florida, Inc.
1935 Woodcrest Drive
Winter Park, Florida 32792
407.645.2577
www.hopeandhelp.org

Monday, February 6, 2017

Dear Community Partner:

Hope & Help proudly announces this year's AIDS Walk Orlando: Twilight (AWO)! Since its inception in 1995, AWO has become one of Central Florida's favorite community fundraisers that supports our mission of inspiring, equipping, and mobilizing people to take action against HIV/AIDS.

Our new Twilight theme features an evening with tons of fun for everyone! New additions include bounce houses for younger children, face painting, an art show, food trucks, and performances by the Florida Symphony Youth Orchestra and Central Florida Sounds of Freedom!

Orlando boasts the 6th highest HIV/AIDS transmission rate in the nation and the State of Florida is ranked 1st in new HIV and AIDS cases. We are focusing on HIV and Sexually Transmitted Disease prevention services, youth education, and fostering dialogue about HIV and STD prevention. Starting February 13th, we're kicking off the first ever AIDS Walk Orlando Youth Essay Writing Contest where youth 13 – 18 years of age will compete for a \$300 gift card prize, answering the question: "What can teens do to prevent the spread of HIV & STD's among their peers?"

Additionally, we've added new categories for our anticipated 2,000 walkers! The Individual and Team Walker categories can both now compete for first, second, and third place awards each for raising the most money! The one-time registration fee is \$25 for Individual Walkers and \$50 for Team Walkers with two or more individuals.

Friend, we're asking for your participation and financial support not only for this important fundraiser, but for ending the spread of HIV/AIDS. Included in this AWO Sponsorship Guide is the AWO Sponsorship Chart that highlights ways in which we can provide you or your company with a visible marketing presence in front of audiences with significant net worth. An AWO sponsorship also provides brand exposure, reinforces your company's commitment to diversity, networking, and community engagement opportunities.

To sponsor AWO, complete the AWO Sponsorship Form and submit it to Joshua J. Myers, Community Development Director. We appreciate your commitment to Hope & Help and look forward to seeing you at AIDS Walk Orlando: Twilight!

Truly,

Joshua J. Myers

Joshua J. Myers
Community Development Director



Our Story

Hope & Help is Central Florida’s largest and oldest HIV/AIDS testing, prevention, and support agency.

Our **mission**: To inspire, equip, and mobilize people to take action against HIV/AIDS.

Our **services**: Free HIV, Hepatitis C, and Syphilis testing; safe sex education, peer support and case management for people living with HIV/AIDS, support groups, and emergency food assistance for everyone.

Our annual **accomplishments**: Serve 1,500 clients, distribute over 75,000 condoms; administer over 5,000 HIV, Hepatitis C, and Syphilis tests combined; and link everyone infected into the best care possible.

Our service **locations**: Five (5) locations in Orange, Osceola, and Seminole Counties.

A 501(c)(3) tax-exempt organization, Hope & Help operates thanks to the financial support of grants, sponsorships, and donations from the Central Florida community.

Our Cause

Did you know that Orlando is now ranked sixth (6th) in the nation for new HIV infections? Infection rates are on the rise and the demographics of those affected are changing too. Everyone who is sexually active or uses drugs by needle or syringe may be at risk for contracting HIV. HIV is a preventable illness by engaging in safer sex and being tested, among other options. Through services, such as what Hope & Help provides, we believe it is possible to live in a world without HIV/AIDS. We need YOUR help to make this possible!

General Population	People Living with HIV/AIDS
<i>World</i> 7.3B	<i>World</i> 36.7M
<i>United States</i> 324M	<i>United States</i> 1.2M
<i>Florida:</i> 20.6M	<i>Florida: (2015 – Ranked 1st in the Nation)</i> 127,589
<i>Greater Orlando:</i> 2.1M	<i>Greater Orlando: (2015 – Ranked 6th in the Nation)</i> 11,507





AWO Sponsorship Chart

MARKETING OPPORTUNITY	GIVING LEVEL			
	Executive (\$10,000)	Director (\$5,000)	Partner (\$2,500)	Patron (\$1,250)
<i>Complimentary Team Registration</i>	Unlimited Walkers	Up to 60 Walkers	Up to 30 Walkers	Up to 15 Walkers
<i>Logo on AWO Step and Repeat</i>	Large In-Color	Small In-Color	-	-
<i>Logo on AWO T-Shirts</i>	Large In-Color	Small In-Color	Small Black/White	Small Black/White
<i>Logo on Hope & Help Website</i>	Large In-Color	Small In-Color	Small Black/White	Company Name
<i>Logo in Hope & Help Monthly Newsletter</i>	Large In-Color	Small In-Color	Small Black/White	Company Name
<i>Logo in Hope & Help Annual Report</i>	Large In-Color	Small In-Color	Small Black/White	Company Name
<i>Company Branded Field Signs</i>	8 Field Signs	6 Field Signs	4 Field Signs	2 Field Signs
<i>Exhibition Booth Table</i>	2 Tables	1 Table	1 Table	-
<i>Live Mention During AWO</i>	6 Mentions	4 Mentions	2 Mentions	-
<i>Social Media Mention</i>	6 Mentions	4 Mentions	2 Mentions	-
<i>Company Leadership Speech Opportunity</i>	1 Opportunity	-	-	-

Previous Sponsors:

- Darden Pride Alliance
- SunTrust
- MAC Cosmetics
- Parliament House
- Rosen Hotels
- Savoy
- Bright House Networks (Spectrum)
- XL 106.7
- Hilton Grand Vacations
- MBA
- OUT Universal
- One Marriott
- Wyndham Vacation
- Southern Nights
- Wells Fargo
- Kenneth Cole

Location:

Lake Eola Park
 512 East Washington Street
 Orlando, Florida 32801

Program Schedule:

4:00 p.m. Check-In/Festivities
 5:00 p.m. The Walk Starts at Disney Amphitheater
 5:45 p.m. Post Walk Celebration at Disney Amphitheater/Festivities
 8:00 p.m. Enjoy your evening

Contact Person:

Joshua J. Myers, Community Development Director
 407-645-2577, Extension 111
 jmyers@hopeandhelp.org



AWO Sponsorship Payment Form

Sponsorship Opportunity:

- Executive (\$10,000)
- Director (\$5,000)
- Partner (\$2,500)
- Patron (\$1,250)

Contribution Type:

- Business
- Personal

Contact Person:

First Name _____ Last Name _____

Position/Title _____

Company Name _____

Address _____

Telephone (_____) _____ - _____ Fax (_____) _____ - _____

Email _____

Method of Payment:

- Check (Make checks payable to "Hope and Help Center of Central Florida, Inc.")
- Credit Card
 - Visa
 - MasterCard
 - American Express
 - Discover

Expiration Date ____ / ____ / ____ Validation Number _____

Card Number _____ - _____ - _____ - _____

***Submit this completed form and payments to Joshua J. Myers, Community Development Director via mail, email, or fax. Payment must be submitted before Friday, March 31, 2017!**

Hope and Help Center of Central Florida, Inc.
1935 Woodcrest Drive
Winter Park, Florida

jmyers@hopeandhelp.org
407-645-2577 phone
407-645-1570 fax

THANK YOU FOR YOUR SUPPORT!