



Presented by the
AIDS Service Foundation of Greater Kansas City
P.O. Box 32192 Kansas City Missouri 64171
Phone: (816) 931-0959 Fax: (816) 931-5676
AIDSWALKKansasCity.org



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Dear Friend:

On April 24th, 2010, the **AIDS Service Foundation of Greater Kansas City** will present our community's annual **AIDS WALK Kansas City**. This will mark the 22nd year that Kansas City corporations, organizations and individuals step up and demonstrate what hope and compassion can accomplish.

Due to the past support and the dedication of nearly 4,000 Walkers, **AIDS WALK 2009** raised more than \$435,000. To date, thanks to this combined spirit of giving, this community event has generated nearly \$6.5 million for our local HIV/AIDS service organizations' case management, education, prevention, healthcare and counseling programs.

Although these are challenging economic times for companies and families, the need for HIV/AIDS funding has not diminished. In fact, the need has dramatically increased. A growing number of women and teens in Kansas City find themselves living with HIV each year. In Kansas City 5,700 people live with HIV/AIDS every day, 700 are between the ages of 13 and 24. There is no cure, no vaccine and the rate of HIV infection is on the rise.

In short, AIDS is not over. Our work in our hometown must go on.

We ask that you consider supporting **AIDS WALK 2010** by serving as a *Sponsor* of the event. Enclosed you will find information on sponsorship opportunities and benefits. Should have any questions, please feel free to call us at **913-269-7960**.

We thank you for considering this request. With your support of **AIDS WALK Kansas City 2010**, you will affirm our commitment to remain steadfast in the hope that one day we will all know a world without HIV/AIDS.

Sincerely,

Michael Lintecum
Event Director
(913) 269-7960

Josh Strodman
Associate Producer
(816) 529-1920



AIDS WALK Kansas City 2010

Sponsorship Benefits



Underwriting Presenter - \$25,000 +

Named as Presenting Sponsor throughout campaign
Featured on front panel of Pledge Form and featured on poster
Prominently displayed on AIDS WALK Home Page – www.aidswalkkansascity.org
And all Platinum Benefits

Platinum Sponsor - \$10,000

Featured on Pledge Form (25,000 distributed) and poster (500 distributed)
Featured on Team Packets
Featured on AIDS WALK Sponsor Page - www.aidswalkkansascity.org
And all Gold Benefits

Gold - \$5,000

Featured on Pledge Form
Mention in all paid radio advertising, January – April
Prominently featured in all print advertising, January – April
Line-listed on city-wide display poster
Signage at all pre-Walk parties and activities
Prominently featured on Memorial T-shirt/sweatshirt
And all Silver Benefits

Silver - \$2,500

Line-listed on city-wide poster
Logo placement on AIDS WALK Sponsor Page - www.aidswalkkansascity.org
And all Bronze Benefits

Bronze - \$1,000

Mentioned in all press material
Invited to distribute product/information at all pre-Walk parties and at event site
And all Partner Benefits

Partner - \$500

Logo placement on Memorial T-shirt
Signage at event site
Booth/Table at event site

Booth Sponsor - \$250

Booth/Table at event site

(Sponsor early to ensure benefits. Payments should be completed by June 30, 2010)



AIDS WALK 2010 *Fact Sheet*

In April of 2009, nearly 4,000 people participated in **AIDS WALK Kansas City** and raised over \$435,000 for the brave men, women and children living with HIV/AIDS in our hometown. To date, there has not been one cure and HIV/AIDS infection is on the increase. In Kansas City, more than 5,700 people live with HIV/AIDS, 700 of those being between the ages of 13 and 24.

Therefore, the 22nd annual **AIDS WALK**, presented by the **AIDS Service Foundation of Greater Kansas City**, will be held on **Saturday, April 24th, 2010** at Theis Park, just south of the Nelson-Atkins Museum of Art. Registration opens at 8:00 am, Welcoming Ceremonies commence at 9:00 am and we walk at 10:00 am.

We invite all caring Kansas Citians to raise awareness and money for our beneficiaries including **Good Samaritan Project, SAVE, Inc., Kansas City Free Health Clinic** and **Hope Care Center**. Funds raised by **AIDS WALK** go to benefit our local AIDS service organizations in the following ways:

- **Good Samaritan Project:** Funds enable the Goods Samaritan Project to continue to provide a diverse array of services including case management, mental health counseling, transportation, emergency assistance and prevention/education programs for those most at-risk.
- **Hope Care Center:** Funds allow the Hope Care Center, a skilled nursing care unit, to offer long-term nursing care for those challenged by HIV/AIDS.
- **Kansas City Free Health Clinic:** Funds help the Kansas City Free Health Clinic to provide primary medical care, case management, behavioral health counseling and HIV testing and prevention in both English and Spanish.
- **SAVE, Inc.:** Funds enable SAVE, Inc. to give daily shelter and to provide affordable long term apartments to otherwise homeless families and individuals affected by or at risk of HIV/AIDS.

We hope you will join us for in the fight against HIV/AIDS in our community.

For more information on how you can be a part of **AIDS WALK 2010**, please visit us at **www.aidswalkkansascity.org** or call us at **816-931-0959**.