



# DESERT AIDS WALK

**RUTH HARDY PARK, PALM SPRINGS**

**Saturday, October 20, 2018**

**8:00 AM – 12:00 PM**



## What Is Desert AIDS Walk?

The 2018 Desert AIDS Walk is Saturday, October 20<sup>th</sup>, at Ruth Hardy Park. This annual event brings together more than 2,000 participating walkers and 100 volunteers to raise money to help those served locally by Desert AIDS Project.

The 2.5 mile course begins in the historic Movie Colony neighborhood, proceeds through beautiful downtown Palm Springs and concludes back at the Community Wellness Village in Ruth Hardy Park.

Walkers receive complete support during their journey, including a personalized webpage, tips for fundraising leading up to the Walk as well as walk training and support. Then, on October 20, 2018 when we step out, walker support includes a corps of dedicated volunteers that provide encouragement and assistance along the walk route, well stocked water rest stops, food and beverages, medical support, and entertainment!



## Sponsorship

**Sponsors lead the way** with financial and in-kind support of this event to help those receiving services in our Valley. By bringing your business into relationship with the Desert AIDS Walk, you show your community support, as all the funds raised stay within the Coachella Valley to support our ever increasing client base.

### Why should YOU Sponsor Desert AIDS Walk?

By becoming a sponsor of Desert AIDS Walk, you will make a significant contribution to the fight against HIV/AIDS and play a central role in the largest and most recognized AIDS fundraising event in the Coachella Valley benefiting Desert AIDS Project and 12 additional non-profit community partners. Your partnership will be highlighted through the AIDS Walk's extensive promotional campaign, which reaches into virtually every medium conveying the event's extraordinary power, energy, and sense of community.

## Who We Are And What We Do

Desert AIDS Project (D.A.P.) is a Federally Qualified Health Center in Palm Springs, CA offering comprehensive companionate care including, medical, dental, counseling, social services, support groups, alternative therapies, in-house pharmacy and lab, and other health and wellness services. D.A.P.'s sexual health clinic, The DOCK, offers STD testing and treatment, Pre-Exposure Prophylaxis (PrEP), Post-Exposure Prophylaxis (PEP), and free HIV and Hepatitis testing. D.A.P.'s Get Tested Coachella Valley campaign, the nation's first region-wide HIV testing and access to care initiative, was recognized by the White House for helping to bring about an AIDS-free future.

D.A.P. has committed to the bold goals set forth by UNAIDS to help end the HIV epidemic: by 2020, 90% of people living with HIV will know their status, 90% of all people diagnosed with HIV will receive sustained antiretroviral therapy and 90% of all these people will achieve viral suppression

With each step we take and each dollar we raise, we become one step closer to end the HIV epidemic. Please join D.A.P. and help us reach the bold goals of 90-90-90 to help end the epidemic in the Coachella Valley!

|  | Name in event title                     | Name in Health and Wellness Village title | Logo/name on event email marketing | Logo/name on all marketing materials | Logo/name on website with hyperlink | Name/logo on Homepage with hyperlink | Social media mentions | Logo/name on media releases | Check presentation on Main Stage | Name mention on Main Stage | Booth/Table at event | Logo/name on event shirts | Logo/name on day of event signage |
|--|---|---|------------------------------------|--------------------------------------|-------------------------------------|--------------------------------------|-----------------------|-----------------------------|----------------------------------|----------------------------|----------------------|---------------------------|-----------------------------------|
| <b>Presenting Sponsor - \$25,000 SOLD</b>                                | X                                       |   | X                                  | X                                    | X                                   | X                                    | X                     | X                           | X                                | X                          | X                    | X                         | X                                 |
| <b>Health and Wellness Village Sponsor - \$10,000 Only one available</b> |   | X   | X                                  | X                                    | X                                   | X                                    | X                     | X                           | X                                | X                          | X                    | X                         | X                                 |
| <b>Red Ribbon Sponsor - \$7,500</b>                                      |   |   | X                                  | X                                    | X                                   |                                      | X                     | X                           |                                  | X                          | X                    |                           | X                                 |
| <b>Course Sponsor - \$5,000</b>  |   |   | X                                  | X                                    | X                                   |                                      | X                     |                             |                                  | X                          | X                    |                           | X                                 |
| <b>Finish Line Sponsor - \$3,500</b>                                     |   |   | X                                  | X                                    | X                                   |                                      | X                     |                             |                                  | X                          | X                    |                           | X                                 |
| <b>Friend of D.A.P. - \$1,500</b>  |   |   |                                    |                                      | X                                   |                                      |                       |                             |                                  | X                          | X                    |                           | X                                 |
| <b>In-kind Sponsor</b>   | Benefits based on value of contribution |   |                                    |                                      |                                     |                                      |                       |                             |                                  |                            |                      |                           |                                   |
| <b>Media Sponsor</b>   | Benefits based on value of contribution |   |                                    |                                      |                                     |                                      |                       |                             |                                  |                            |                      |                           |                                   |



## SPONSORSHIP COMMITMENT FORM

To confirm your support of the Desert AIDS Walk October 20, 2018  
Please complete this form and return it to:

George Nasci-Sinatra

Via e-mail [gnasci-sinatra@desertaidproject.org](mailto:gnasci-sinatra@desertaidproject.org)

Or mail to:

1695 N. Sunrise Way  
Palm Springs, CA 92262  
Phone: 760-656-8435

Authorized Signature: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

*Exactly as you wish it to appear in publicity materials*

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Yes! We would like to become a Desert AIDS Walk Sponsor and commit to the following level:

- Health and Wellness Village Sponsor - \$10,000
- Red Sneaker Sponsor - \$7,500
- Course Sponsor - \$5,000
- Finish Line Sponsor - \$3,500
- Friend of D.A.P. - \$1,500
- In-kind Sponsor Details of contribution \_\_\_\_\_
- Media Sponsor Details of contribution \_\_\_\_\_

We are unable to participate as a sponsor this year; however, please send us information about how we can form a corporate walk team.