



AIDS Walk New York

AIDS Walk New York is a decades-long tradition in which 10,000+ people from around the metro area (and around the world!) come together to remember those we've lost, educate the public, raise millions for critical services, and honor how far we have come. Its visibility includes television, radio, print, outdoor, and transit advertising. It is historically one of New York City's largest HIV awareness campaigns, with millions of impressions every season.









77777777	New York 2023 vels and Benefits	PRESC YING \$250,000	PREMIER \$125,000	GRAND \$50,000	PRINCIPAL \$25,000	MAJOR \$15,000	\$10,000	EVENT \$5,000
Outdoor Advertising	Logo on street banners	1	√					
	Logo/Name on transit ads	Logo	Logo	Logo	Logo	Name	Name	Name
	Logo/Name on posters	Logo	Logo	Logo	Logo	Name	Name	Name
	Logo/Name on Link NYC Kiosks	Logo	Logo	Logo	Logo	Name	Name	Name
Media	Mention in press releases	1	1	1	1	√		
	Logo in digital ads	V	1	1				
	Logo/Name featured in television ads	Logo	Logo	Logo	Name	Name	Name	
Event in Central Park & Streamed Online	Speaking opportunity at opening ceremony	1	1					
	Tabling opportunity in Central Park	1	1	1	1	1	/	
	Acknowledgment during opening ceremony	/	√	1	V			
	Seat on stage for a representative	~	\	1	1			
	Checkpoint host designation	~	✓	1				
	Logo on stage banner	✓	V	1				
	Logo/Name on volunteer t-shirt	Logo	Logo	Logo	Logo	Logo	Name	
	Banner placed on venue	✓	1	1	1	1	√	
	Invitations to the VIP breakfast	12	10	8	6	4	3	2
	30 second video ad	✓	✓					
Social Media	Logo/Name on paid social media campaign	Logo	Logo	Logo	Name	Name	Name	
	Logo/Name on PSA video	Logo	Logo	Name	Name	Name	Name	
	Feature in organic social media post	✓	✓	V	1	1	4	1
	Logo/Name in "thank you" story	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Website	Logo rotation on homepage	1	1	1	1	1	4	1
	Logo/Name with link on sponsor page	Logo	Logo	Logo	Logo	Logo	Logo	Name
	Featured "sponsor of the week" designation	✓	✓	1	√	1	/	1
	Logo appearance in scrolling sponsor box on every web page	,	✓	•	V	1	√	√
Participant & Donor Communications	Logo/Name on direct mail	Logo	Logo	Name	Name			
	Logo on letterhead	✓	✓					
	Logo/Name on select e-communications	Logo	Logo	Logo	Logo	Logo	Logo	Name
	"Featured Sponsor of the Week" designation in e-communication	,	~	~	~	1		
	Logo/Name on Certificate of Completion for Walkers	Logo	Logo	Logo	Logo	Logo	Logo	Name

Promotional Recognition

Your partnership will be highlighted within the AIDS Walk's extensive promotional campaign, which reaches every medium and conveys the event's power, energy, and sense of community.



AIDS Walk New York poster







AIDS Walk New York LinkNYC outdoor digital ad

Additional Promotional Recognition





AIDS Walk New York volunteer t-shirt





AIDS Walk New York Street banner



AIDS Walk New York PSA video

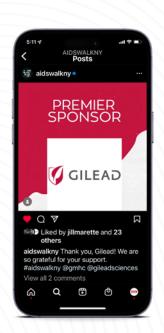


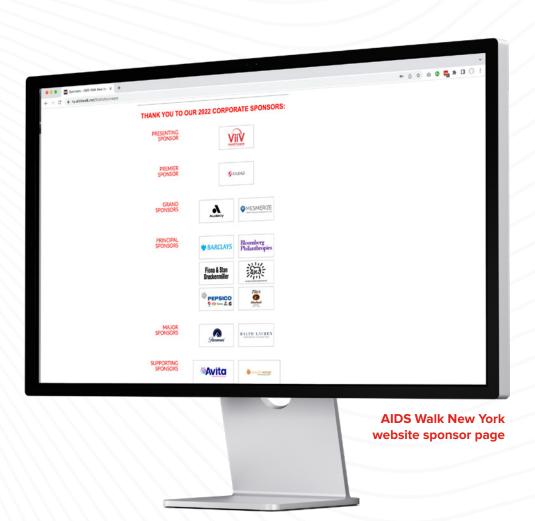
AIDS Walk New York PSA video

Additional Promotional Recognition



AIDS Walk New York social media thank you posts





Next Steps

Sponsoring AIDS Walk New York sends the message that your organization is committed to action and its community. With more opportunities for visibility than ever, this is your chance to be an agent for change and join a movement.

To get started, please contact:

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Special Events Team

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