



GMHC

END AIDS. LIVE LIFE.

**AIDS
WALK
NEW YORK**

SPONSORSHIP OPPORTUNITIES
AIDS Walk New York 2025

A large crowd of people is gathered for an AIDS Walk event. In the foreground, a man in a white t-shirt is shouting with his mouth wide open and his right hand raised high. To his right, another man in a blue tank top and a pink cap is clapping. The background is filled with many other participants, some wearing hats and sunglasses, all appearing to be in a celebratory mood. The event is taking place outdoors on a paved path lined with green trees.

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AIDS WALK TURNS 40!

AIDS Walk New York 2025 will take place on Sunday, May 18.

Once again GMHC will gather 10,000+ people from around the Tri-state area (and the world!) to remember those we've lost, educate the public, raise millions for critical services, and honor how far we have come.

Sponsor visibility includes television, radio, print, outdoor, and transit advertising. AIDS Walk New York is one of New York City's largest HIV awareness campaigns and garners millions of impressions every year.



AIDS WALK NEW YORK

GMHC
END AIDS. LIVE LIFE.

40 YEARS!



About GMHC

GMHC is the world's first and leading provider of HIV and AIDS prevention, care and advocacy. We provide holistic services including hot meals, legal assistance, housing support, workforce development, mental health services and more to thousands of clients. Our mission is to fight the AIDS epidemic and uplift the lives of those affected.

WHAT WE DO



Advocacy



Health Benefits



HIV & STI Testing



Housing & Financial Management



Legal Services



Meals & Nutrition



Mental & Behavioral Health



Prevention & Community Health



Harm Reduction Services



Training, Education, Capacity-Building and Research



Wellness



Workforce Development

WHO WE SERVE

GMHC serves New Yorkers throughout the five boroughs: 41% live in Manhattan; 24% in Brooklyn; 17% in the Bronx; 16% in Queens, and 1% in Staten Island. The communities we serve are disproportionately affected by both the HIV and COVID-19 pandemics: Over 70% live below the Federal Poverty Line; 29% are Black; and 34% are Latino. 36% of our clients are over the age of fifty, and 68% are LGBTQ+.



AIDS Walk New York 2025

Sponsorship Levels and Benefits

| | | PRESENTING \$250,000 | PREMIER \$125,000 | GRAND \$50,000 | PRINCIPAL \$25,000 | MAJOR \$15,000 | SUPPORTING \$10,000 | EVENT \$5,000 |
|--|--|--------------------------------|-----------------------------|--------------------------|------------------------------|--------------------------|-------------------------------|-------------------------|
| Advertising | Logo below event title with logo lock-up | Logo | | | | | | |
| | Logo/Name on transit (subway) ads | Logo | Logo | Logo | Logo | Name | Name | Name |
| | Logo/Name on LinkNYC kiosks | Logo | Logo | Logo | Logo | Name | Name | Name |
| | Logo/Name on AIDS WALK posters | Logo | Logo | Logo | Logo | Name | Name | Name |
| Media | Mention in press releases | ✓ | ✓ | ✓ | ✓ | | | |
| | Logo/Name featured in television ads | Logo | Logo | Logo | Name | Name | Name | |
| Walker Awards | Featured on walker shirt, pin, hat, & other awards | Logo | | | | | | |
| Event in Central Park & Streamed Online | Speaking opportunity during opening ceremony | ✓ | ✓ | | | | | |
| | Tabling opportunity in Central Park | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| | Acknowledgment during opening ceremony | ✓ | ✓ | ✓ | ✓ | | | |
| | Seat on stage for a representative | ✓ | ✓ | | | | | |
| | Checkpoint host designation | ✓ | ✓ | ✓ | | | | |
| | Logo on stage banner | ✓ | ✓ | ✓ | | | | |
| | Logo/Name on volunteer t-shirt | Logo | Logo | Logo | Logo | Logo | Name | |
| | Banner placed on venue | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| | Invitations to the VIP breakfast | 12 | 10 | 8 | 6 | 4 | 3 | 2 |
| 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 | Dedicated | Dedicated | Recognition | Recognition | Recognition | Recognition | Recognition |
| | Logo/Name in “thank you” story | Logo | Logo | Logo | Logo | Logo | Logo | Logo |
| | 30 second video ad | ✓ | ✓ | | | | | |
| | Branded Instagram filter | ✓ | | | | | | |
| Website | Logo/Name with link on homepage & sponsor page | Logo | Logo | Logo | Logo | Logo | Logo | Name |
| | “Featured Sponsor of the Week” in designation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Logo appearance in scrolling sponsor box | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Participant and donor communications | Logo/Name on select e-communications | Logo | Logo | Logo | Logo | Logo | Logo | Name |
| | “Featured Sponsor of the Week” designation in e-communications | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| | Logo/Name on Certificate of Completion for Walkers | Logo | Logo | Logo | Logo | Logo | Logo | Name |
| | Ad in GMHC Newsletter | ✓ | ✓ | | | | | |

Promotional Recognition

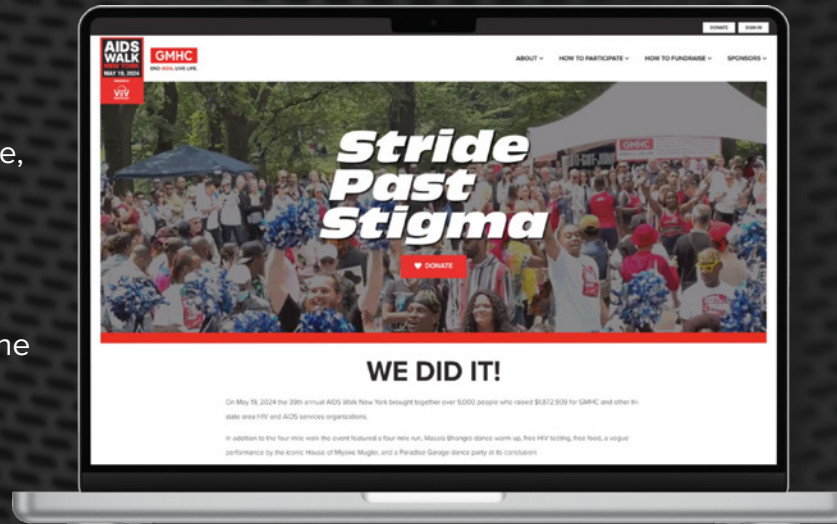
Your partnership will be highlighted in the AIDS Walk's extensive promotional campaign, which reaches every medium and conveys the event's power, energy, and sense of community. For example, thousands of commuters will see your commitment to AIDS Walk New York on 1k subway ads, which will appear on all 36 lines except the 42nd Street Shuttle. Millions will also see your sponsorship on our LinkNYC ads which will appear on 30 screens throughout Manhattan. The total number of program impressions will be over \$2 million.



Your sponsorship will be proudly featured on the official AIDS Walk New York volunteer t-shirt which will be seen by thousands of walkers on event day.



Your name and logo will be featured prominently just below the fold on the AIDS Walk New York website homepage, a site that garnered over 94k unique visitors in 2024! Additionally, your logo will be seen on our corporate sponsor page and in the scrolling sponsor box that appeared on all secondary pages.



Your commitment to AIDS Walk will also reach hundreds of thousands of people on GMHC's Facebook, Instagram, and X channels.

GMHC'S DIGITAL AUDIENCE

 13.2+ followers @GMHC

 13k+ followers @GMHCNYC

 21.8k+ followers @GMHC



Contact Us

Sponsoring AIDS Walk New York sends the message that your organization/company 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 the GMHC special events team.

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Please note: Sponsorships derived from Donor Advised Funds must adhere to tax law requirements and cannot receive goods or services in exchange for their donation.

