



# LET'S RUN IT BACK

And Keep NYC Moving Forward.



Partner opportunities for  
AIDS Walk New York 2026

Sunday, May 17 | Central Park, NYC

# NEW YORK CITY IS HAVING A MOMENT.

It's a vibe shift the whole world can feel. Across the five boroughs, there's a renewed sense of pride, collective momentum, and a belief in what New Yorkers can accomplish, together.

As a partner of AIDS Walk New York 2025, you helped plant the seeds for a growing movement. You walked in lockstep with a new generation that understands the HIV and AIDS crisis hasn't ended; in fact, it's a vital issue in a health crisis that demands fresh attention.

Your support made your values visible. When more than 300,000 people engaged with AWNY online, they saw your name. When nearly 8 million subway riders moved through the city, they connected your brand to the GMHC mission. And when 10,000 New Yorkers marched in Central Park, they saw—and shared—your logo next to a message that resonated beyond our city: We. Won't. Stop.

But sponsoring AIDS Walk in 2026 is more than your name on a banner. It's how you partner with the 132,000 New Yorkers living with HIV and AIDS. With the GMHC clients we see every day who overcome the impossible. With an LGBTQ+ community that rises up in the face of maddening, and escalating, attacks on health, dignity, and identity.

It's a chance to stand with a city that's not afraid to get in the fight, and with a health organization that has been there for New York—step by step—for more than four decades.

This is no time to step back. AIDS Walk New York 2026 is your moment to show up again.

**Ready to walk with us?**



# SPONSORSHIP TIERS

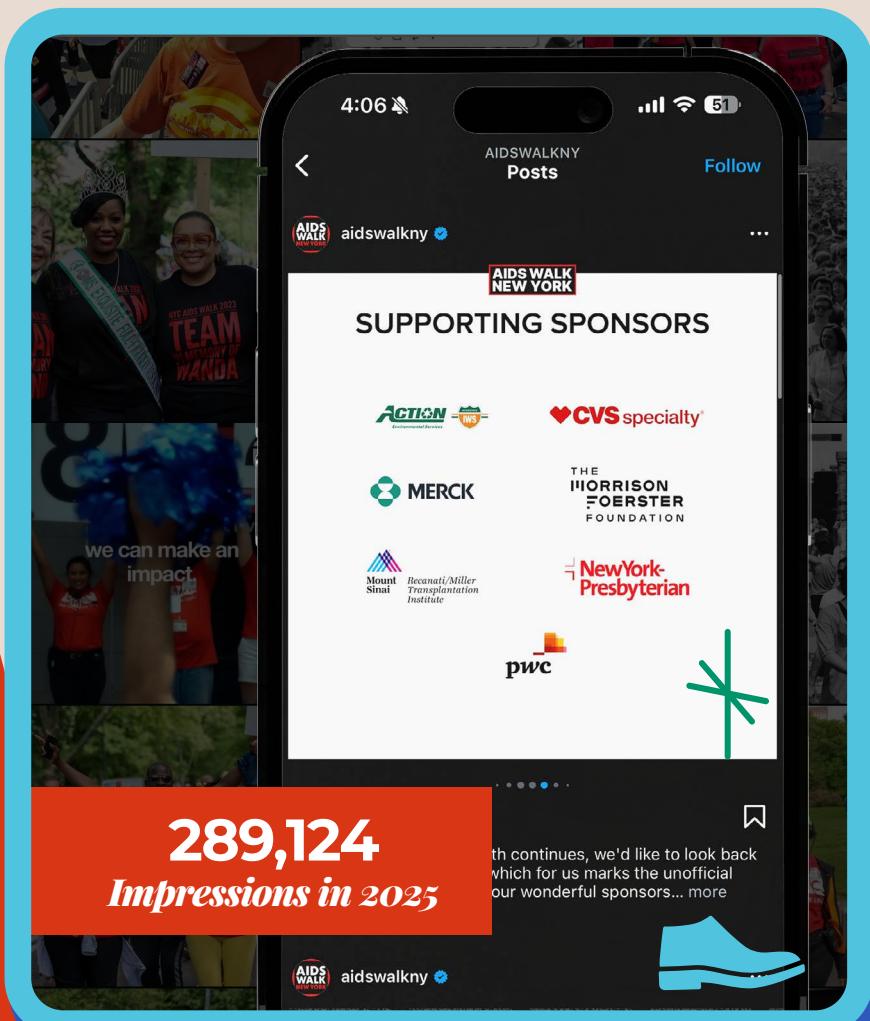
	PRESENTING <b>\$250,000</b>	PREMIER <b>\$125,000</b>	GRAND <b>\$50,000</b>	PRINCIPAL <b>\$25,000</b>	MAJOR <b>\$15,000</b>	SUPPORTING <b>\$10,000</b>	EVENT <b>\$5,000</b>
Company logo below event title with logo lock-up	✓						
Company logo in 30-second TV commercial	✓						
Social media takeover (Instagram Stories)	✓						
Company logo co-branded on all walker awards	✓						
Company logo on LinkNYC kiosks	✓						
30-second video on website & social media (sponsor provided)	✓	✓					
Dedicated spotlight email to GMHC mailing list	✓	✓					
Opening Ceremony speaking opportunity	✓	✓					
Logo ad in GMHC newsletter (sponsor provided)	<b>3 placements</b>	<b>2 placements</b>					
Logo on stage banners	✓	✓	✓				
Central Park tabling opportunity	✓	✓	✓	✓	✓	✓	✓
Company logo/name on volunteer shirts	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>	
VIP Breakfast Tickets	<b>12</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>2</b>
Company logo/name on transit (subway) ads	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>
Company logo/name in paid social media	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>
Company logo/name on digital posters	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>
Recognition in select e-communications	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>
Recognition on AIDS Walk homepage & sponsor page with hyperlink	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>
Tiered recognition banner at AIDS Walk New York village	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>
Company logo/name on walker's completion certificate	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>
Company acknowledgment in press release(s)	✓	✓	✓	✓	✓	✓	✓
Logo in scrolling sponsor banner on website	✓	✓	✓	✓	✓	✓	✓
Company banner at venue (sponsor provided)	✓	✓	✓	✓	✓	✓	✓

# DIGITAL MEDIA



## Website

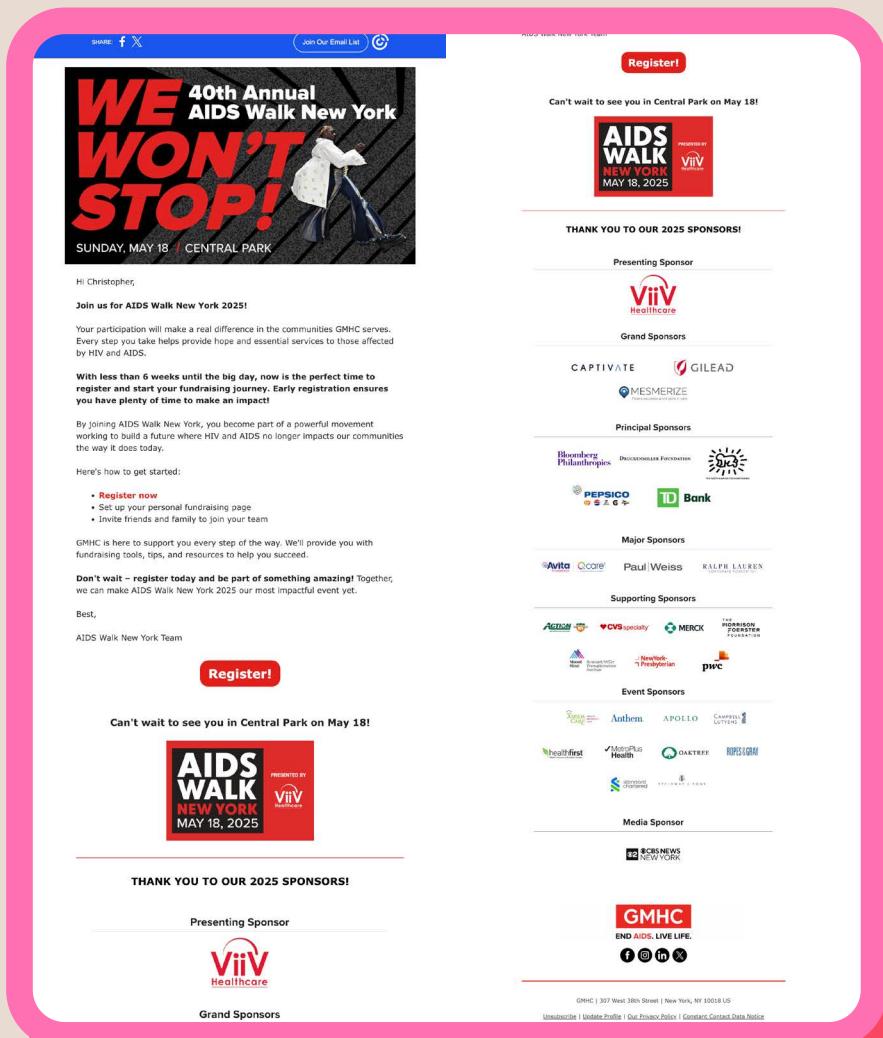
Your logo will be prominently displayed on the AIDS Walk New York homepage and sponsor pages.



## Social Media

Your sponsorship will be showcased on GMHC social channels, reaching more than 48k+ followers across platforms.

# DIGITAL MEDIA



WE 40th Annual AIDS Walk New York  
**WON'T STOP!**  
SUNDAY, MAY 18 | CENTRAL PARK

Hi Christopher,  
Join us for AIDS Walk New York 2025!

Your participation will make a real difference in the communities GMHC serves. Every step you take helps provide hope and essential services to those affected by HIV and AIDS.

With less than 6 weeks until the big day, now is the perfect time to register and start your fundraising journey. Early registration ensures you have plenty of time to make an impact!

By joining AIDS Walk New York, you become part of a powerful movement working to build a future where HIV and AIDS no longer impacts our communities the way it does today.

Here's how to get started:

- Register now
- Set up your personal fundraising page
- Invite friends and family to join your team

GMHC is here to support you every step of the way. We'll provide you with fundraising tools, tips, and resources to help you succeed.

Don't wait – register today and be part of something amazing! Together, we can make AIDS Walk New York 2025 our most impactful event yet.

Best,  
AIDS Walk New York Team

**Register!**

Can't wait to see you in Central Park on May 18!

**AIDS WALK NEW YORK**  
PRESENTED BY  
ViiV Healthcare  
MAY 18, 2025

THANK YOU TO OUR 2025 SPONSORS!

Presenting Sponsor  
**ViiV Healthcare**

Grand Sponsors  
**CAPTIVATE** **GILEAD**  
**MESMERIZE**

Principal Sponsors  
**Bloomberg Philanthropies** **DECA DELL FOUNDATION** **DKMS**  
**PEPSICO** **ID Bank**

Major Sponsors  
**Avita** **Qcore** **Paul Weiss** **RALPH LAUREN**

Supporting Sponsors  
**AGANAY** **CVS specialty** **MERCK** **THE HARRISON FOUNDATION**  
**Montefiore Health System** **NorthShore** **pwc**

Event Sponsors  
**Healthfirst** **Anthem** **APOLLO** **CAPPERS**  
**MetLife** **QACETREE** **ROBINS CO.**

Media Sponsor  
**CBS NEWS NEW YORK**

GMHC  
END AIDS. LIVE LIFE.  
[Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#) [X](#)

GMHC | 307 West 38th Street | New York, NY 10018 US  
Unsubscribe | Update Profile | Our Privacy Policy | Contact | [Data Notice](#)



## Emails

Strategic emails will be delivered for sustained sponsor exposure to GMHC's 50,000+ subscribers.



## Promo Video

Your brand will be highlighted in 30-second video content across TV and social media channels.

# OUTDOOR ADVERTISING

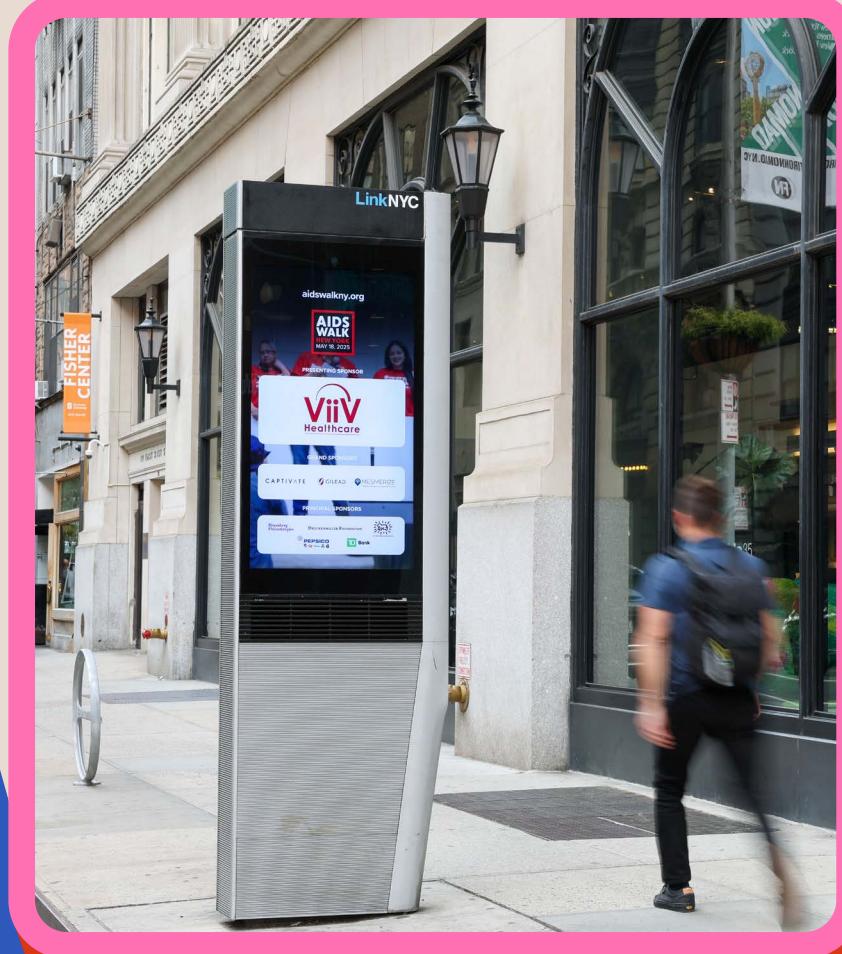


**1,689,815**  
*Impressions in 2025*

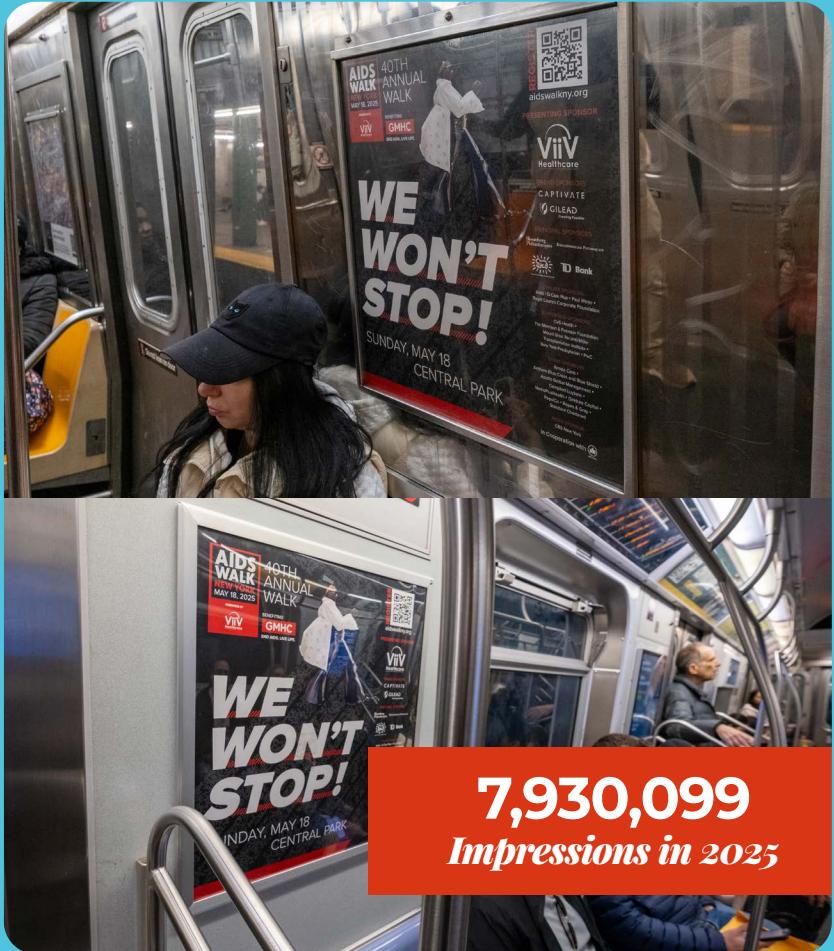


## Link NYC

Your brand will appear on digital screens throughout Manhattan, reaching hundreds of thousands of individuals each week.



# OUTDOOR ADVERTISING



## Subway Posters

Your brand will be featured on 1,000 subway ads across all 36 lines reaching 750k+ daily commuters.



## Citi Bike

Will deploy 25 posters featuring your brand at high-traffic Citi Bike stations in key neighborhoods, directly engaging walkers and supporters.

# TEAM MATERIALS



AIDS Walk New York can help you tell your story with custom materials and messages to disseminate throughout your organization. We'll work with you to create unique pieces that can raise your team's level of participation and open the door for additional exposure.

Each sponsor is different and we want to be sure we give you the pieces that truly make a difference in moving your staff and stakeholders. Please reach out to us if you're interested in this personalized opportunity.



## NEXT STEPS

Sponsoring AIDS Walk New York demonstrates your commitment to meaningful action and community impact.

With expanded visibility opportunities, this is your chance to drive change and be part of a powerful movement.

Ready to get involved? Contact the GMHC special events team to learn more

■ **Kimberly John**

Sponsorships & Special Events Coordinator  
[kimberlyj@gmhc.org](mailto:kimberlyj@gmhc.org)

■ **Jose Mateo**

Director of Special Events  
[josem@gmhc.org](mailto:josem@gmhc.org)

