



*Empowering and supporting people living with or affected by HIV/AIDS in Maine through integrative care, education, advocacy, and prevention services.*

## ABOUT THE EVENT

The Southern Maine AIDS Walk/5K Run is a premiere community event and Frannie Peabody Center's largest annual fundraiser, drawing runners, walkers and supporters from across Maine, and offering excellent opportunities for engagement and sponsorship. This year's event will give sponsors an opportunity to connect with participants and gain visibility through a wide landscape, including on all our social media platforms from pre to post event activities.

While the event shifted to a virtual platform due to COVID-19 restrictions last year, our sponsors experienced an increase in online promotion and participants' engagement. This year, the walk will be a hybrid virtual and in person event, allowing us to preserve the expanded reach we achieved through virtual participation in years past, while safely coming together again for community support and solidarity. The anticipated promotion growth will generate tremendous engagement and reach an even wider audience.

## WHY SPONSOR

Sponsorship of this event provides affiliation with a well-known cause and organization, and provides excellent return on investment through some of the following:

- Over 3,500 unique visitors through internet, media and marketing campaign
- Appeal to wide cross-section of amateur and competitive runners - approximately 350 fundraising runners/walkers
- Over 6,000 website hits
- Statewide and local media outreach/campaign
- Past sponsors include Harvard Pilgrim Health Care, KeyBank, Maine Medical Center, Bangor Savings Bank, and many others.

### SPONSORSHIP LEVELS (Promotion spans Feb.5 through post-event)

**\$5,000 and Above Sponsor**.....\$5,000

- Logo prominently displayed on all promotional materials, including social media, media and print advertising, and t-shirts or other takeaway items
- Year-round logo placement FPC website
- Logo displayed on route markers, banners, etc.
- Opportunity to share company messaging on FPC's website and social media outlets
- Formal acknowledgment throughout pre-event and event period on all virtual platforms
- Opportunity to distribute company supplied give-aways to participants via mail
- 10 free registrations for team members

**Principal Sponsor**.....\$2,500

- Logo prominently displayed on all promotional materials, including social media, media and print advertising, and t-shirts or other takeaway items
- Year-round logo placement FPC website
- Formal acknowledgment and logo shared throughout pre-event and event period on all virtual platforms

- Opportunity to distribute company supplied give-aways to participants via mail
- 5 free registrations for team members

**Lead Sponsor**.....\$1,000

- Logo prominently displayed on all promotional materials, including social media, media and print advertising, and t-shirts or other takeaway items
- Formal acknowledgment throughout pre-event and event period on all virtual platforms

**Contributing Sponsor**.....\$500

- Logo displayed on event website
- Business name listed on event t-shirts

### Other sponsorship opportunities

If you would like to sponsor the event at an amount not listed here, we will gladly work with you to ensure your contribution is recognized at the level you choose.

For more information contact:  
Celine Burrows, Development Coordinator  
207.619.8016  
cburrows@peabodycenter.org  
peabodycenter.org