



35th Anniversary Sponsorship & Marketing Opportunities

35 YEARS OF SERVICE

AIDS PROJECT RHODE ISLAND



In 2020, APRI commemorates 35 years of providing critically needed services to individuals living with and at risk for HIV and spearheading local efforts to end the epidemic. As the first HIV/AIDS service organization incorporated in the Ocean State, APRI remains a community leader in the delivery of services for people living with HIV and in preventing new diagnoses. While we have made great strides in 35 years, HIV remains a stubborn foe. There is still no cure for HIV, and although medical advances have made HIV a chronic condition and not a death sentence, it continues to disproportionately affect the most vulnerable individuals in our communities, who often lack access to resources, treatment, and who deal with pervasive stigma.

aidsprojectri.org/celebrate

We will be honoring our 35th anniversary by hosting and participating in community education, awareness, and fundraising events throughout the year. This milestone offers an excellent opportunity engage communities statewide, prevent new diagnoses, provide support for people living with HIV, and ensure individuals live longer, healthier lives with access to the care they need and deserve. This is how we can finally end HIV. This is how you can be part of history.

Become a Sponsor Today!

Contact

Mikel Wadewitz
APRI Director

wadewitzmi@familyserviceri.org
(401) 659-6038



APRI 35th Anniversary Cocktail Gala February 20, 2020, at the G Ballroom in downtown Providence

The signature 35th anniversary event will feature guests from throughout the Rhode Island business, philanthropic, and political communities. Featured speaker will be Bruce Richman (pictured), a Rhode Island native who founded the Prevention Access Campaign and its global “Undetectable = Untransmittable” message, a game-changer in combating stigma and raising awareness of the success of HIV treatment. We will present awards to past and present community activists. Tickets are \$100. A limited number of VIP tables are available to sponsors. The G Ballroom holds up to 400 guests.

AIDS Run/Walk for Life June 6, 2020, at Roger Williams Park in Providence

APRI’s 5K run and walk through Providence’s beautiful Roger Williams Park happens in June, unofficially kicking off LGBTQ Pride Month in Rhode Island. We invite community partners to be part of the festivities by exhibiting at the event, which in 2020 will honor U.S. Rep. David Cicilline with our Hope Harris Memorial Award, acknowledging his longstanding commitment to the fight against HIV. Our 2019 Run/Walk attracted approximately 500 attendees and was emceed by Channel 10’s Barbara Morse Silva.



Rhode Island Pride June 20, 2020, in Providence

In 2019, more than 100,000 attendees turned out for RI Pride's festival and unique nighttime parade through downtown Providence. APRI will be offering free HIV/HCV testing at the 2020 event with its mobile testing unit, a unique asset among community based organizations. Sponsors can partner with us to offer additional services, help generate awareness, and spread the word about the importance of testing.

National HIV Testing Day June 27, 2020

APRI is a local lead for National HIV Testing Day, which encourages people to get tested for HIV, know their status, and get linked to care and treatment. APRI will be conducting education and outreach efforts and offering free HIV/HCV testing.

30th Anniversary Film Screening of "Paris Is Burning" September 18, 2020, at the historic Columbus Theatre in Providence

"Paris Is Burning" is a seminal documentary that first premiered in September 1990 and chronicled the lives of Black and Hispanic members of the New York's Harlem drag ball scene—most of whom were LGBTQ+ and living with or at risk for HIV. The film has been included in the Library of Congress' National Film Registry. A perennial favorite among moviegoers of all stripes, this special screening of "Paris Is Burning" will also include a special voguing and drag performances by some of Providence's fiercest drag performers. The Columbus Theatre holds up to 800 guests.

World AIDS Day December 1, 2020, at Location TBD

Commemorated every December 1st, World AIDS Day honors those we have lost to the epidemic and advocates for changes that positively affect those living with HIV. APRI is collaborating with our clients and other community partners to make this year a very special, memorable event - that will feature artwork created by APRI clients.

Sponsorship Levels

Sponsors can support a single event, or increase their marketing impact by supporting more than one!

Red Ribbon - \$20,000

All sponsorship perks from Platinum sponsorship level PLUS

- ★ Promotion as lead sponsor for APRI's entire 35th anniversary yearlong celebration
- ★ Position as honorary chair of APRI's 35th anniversary committee
- ★ Opportunity to speak at all four APRI anniversary events in 2020
- ★ Prominent logo placement on all 35th anniversary-related collateral and website
- ★ Additional media opportunities coordinated by APRI
- ★ Recognition at FSRI's 2020 Brighter Futures luncheon as APRI's Red Ribbon anniversary sponsor in front of a crowd of 500 attendees

Platinum - \$10,000

All sponsorship perks from Gold sponsorship level PLUS

- ★ Opportunity for organizational leader to serve on APRI's 35th anniversary committee
- ★ Dedicated press release announcing sponsorship for local/regional media
- ★ Regular social media posts outlining your commitment to APRI as well as your organization's work in the community
- ★ Table sponsorship at FSRI's 2020 Brighter Futures Luncheon

Gold - \$5,000

All sponsorship perks from Silver sponsorship level PLUS

- ★ Opportunity to speak at two anniversary events in 2020
- ★ Logo placement on APRI 35th anniversary webpage throughout the year
- ★ Two dedicated e-blasts to APRI supporters about your business
- ★ Inclusion of logo in public advertising campaign for the Run/Walk for Life

Silver - \$2,500

- ★ Onstage recognition at all four events
- ★ Four VIP tickets to APRI signature anniversary event
- ★ Logo placement on all event signage, press materials, and collateral
- ★ Logo inclusion on APRI Walk/Run for Life T-shirts

Bronze - \$1,000

Single Event Sponsorship

While multi-event sponsorships gain the best promotional value, we also have opportunities available to sponsor a single event. If you choose this option, you can expect the following benefits:

- ★ On-stage recognition at selected event.
- ★ Logo placement on all materials for selected event.
- ★ Logo placement on APRI 35th anniversary webpage as select event sponsor.
- ★ One of the following: Two VIP Tickets to APRI signature anniversary event; 20 APRI Walk/Run T-shirts; 10 free tickets to the "Paris is Burning" film screening.

AIDS Project Rhode Island: *A History of Success and Positive Impact*

Today, nearly 2,500 individuals are living with HIV or AIDS in Rhode Island. AIDS Project Rhode Island, a division of Family Service of Rhode Island, provides assistance to more than 1,500 individuals each year. We have a strong track record of delivering innovative programs, leading with compassion, and achieving stellar outcomes. Recent achievements include:

- ★ APRI offers more than a dozen life-saving and life enhancing services to people living with or at risk for HIV—the most of any organization in the state.
- ★ APRI delivers more than 2,000 warm meals and 1,200 bags of groceries through our Afia Center for Health & Wellness food pantry and nutrition program annually. Many people living with HIV are low-income and need basic necessities such as food assistance that keep them engaged in care.
- ★ APRI conducts nearly 1,500 rapid HIV, hepatitis C, and syphilis tests annually – APRI’s far reaching engagement approach identified more than 75 % of the new HIV infections in Rhode Island outside of a clinical setting in 2018.
- ★ In 2019, we distributed more than 20,000 condoms and other safer-sex supplies to the public.
- ★ In 2019, 95% of APRI clients achieved viral suppression (aka “undetectable” status) meaning they cannot transmit the virus.
- ★ APRI launched the “How We Thrive” program designed to provide housing navigation and emergency financial assistance for people living with HIV, as housing is the most crucial component to ensure positive health outcomes.
- ★ APRI partnered with Delta Dental to redesign delivery of oral health care services for people living with HIV.
- ★ APRI was named a lead agency in the region to work on Northwestern University’s innovative “Keep It Up!” HIV prevention program for young gay and bisexual men.
- ★ APRI facilitated the RI Dept. of Health signing on as an official partner of the national Undetectable=Untransmittable campaign.
- ★ APRI launched a statewide roundtable of self-identified LGBTQ+ medical and behavioral health care providers to address needs of patients looking for affirming care, improve linkage, and foster networking and support of providers.
- ★ APRI collaborated with SAGE-RI, Healthy Aging RI, Rhode Island College, and other community-based organizations to strategize around the unique needs of a rapidly aging population living with HIV, including healthcare, housing, and social services.
- ★ APRI was honored with a Community Award by the Rhode Island HIV/STI Prevention Coalition at its annual World AIDS Day event, recognizing our agency’s work in the fight against HIV.

Sponsor Contact Information

Organization/Business Name: _____

Primary Contact Name: _____

Phone Number: _____

Email Address: _____

I would like to discuss:

- | | | |
|---|----------|---|
| <input type="checkbox"/> Red Ribbon Sponsorship | \$20,000 | <input type="checkbox"/> In-kind Sponsorship/Donation |
| <input type="checkbox"/> Platinum Sponsorship | \$10,000 | <input type="checkbox"/> Cash Donation or Tribute |
| <input type="checkbox"/> Gold Sponsorship | \$5,000 | <input type="checkbox"/> Media Sponsor |
| <input type="checkbox"/> Silver Sponsorship | \$2,500 | |
| <input type="checkbox"/> Bronze Sponsorship | \$1,000 | |

Sponsorship commitment:

Please select the event or events that you would like to sponsor.

- | | |
|---|---|
| <input type="checkbox"/> 35th Anniversary Cocktail Gala | <input type="checkbox"/> Paris is Burning: Film Screening |
| <input type="checkbox"/> AIDS Run/Walk for Life | <input type="checkbox"/> World AIDS Day |

We will feature silent auctions as part of the February Cocktail Reception and the AIDS/Run Walk for Life events. If you are interested in donating a product, service, gift card, or other items, please contact Mikel Wadewitz, APRI Director, at wadewitzmi@familyserviceri.org or 401-659-6038.

Your support of AIDS Project Rhode Island helps ensure we can continue to improve the lives of individuals living with, affected by, and at risk for HIV. On behalf of everyone we serve, thank you for your support.

Thank You!

**Become a Sponsor
Today!**

Contact

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