



35 YEARS OF SERVICE

AIDS PROJECT RHODE ISLAND

35th Anniversary Sponsorship & Marketing Opportunities



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aidsprojectri.org/celebrate



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AIDS PROJECT RHODE ISLAND

In 2020, APRI is commemorating 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, 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—especially Black and Latinx communities, and these individuals often lack access to adequate resources, treatment, and deal with pervasive stigma and discrimination.

The COVID-19 pandemic has highlighted the continued need for comprehensive services that keep those with compromised immune systems healthy. As APRI rises to the challenges posed by this new public health emergency, we are quickly adapting and innovating our services to ensure our clients have access to services they critically need. Examples of this include transitioning our food pantry to a no-contact grocery and household cleaning supply delivery program, as well as beginning to offer mailing of at-home HIV testing kits to those at highest risk, along with referrals, counseling, and other telehealth services.

Our mission has always been to fight for an end to the epidemic, provide education and combat stigma, and improve the overall health of our communities. With your partnership, we can ensure an AIDS-free future.

Be an APRI 35th Anniversary Sponsor and Share Your Support With the Community

Red Ribbon Level - \$10,000

- Logo placement on all communications about the 2020 AIDS Run/Walk for Life and World AIDS Day events
- Top-tier logo placement on AIDS Run/Walk for Life T-shirts
- Opportunity to send dedicated e-communication to all APRI donors, supporters, and stakeholders highlighting your support

- At least 2 dedicated social media posts per month on APRI Facebook/Twitter/Instagram between July and December highlighting your partnership with APRI, with opportunities for employees to volunteer with us
- Product giveaways and collateral items that can be included with at-home HIV testing kit mailings and with food pantry grocery and personal item delivery
- Opportunity to provide branded items to top runners and fundraisers for the AIDS Run/Walk for Life
- Logo inclusion as organizational sponsor on all press releases for rest of 2020
- Additional media opportunities coordinated by APRI
- Recognition at Family Service of RI's Brighter Futures event as a Red Ribbon Sponsor of APRI for 2020

Platinum Level Sponsor (AIDS Run/Walk for Life) - \$5,000

- Logo placement on all communications about the 2020 AIDS Run/Walk for Life
- Logo inclusion on event T-shirts
- At least 6 dedicated social media posts per month on APRI Facebook/Twitter/Instagram between July and December highlighting your partnership with APRI, with opportunities for employees to volunteer with us
- Opportunity to include CVS Health collateral items with food pantry grocery and personal item delivery
- Logo inclusion as organizational sponsor on all press releases for AIDS Run/Walk for Life

Gold Sponsor (World AIDS Day) - \$3,500

- Logo placement on all communications about the APRI World AIDS Day event
- At least 4 dedicated social media posts per month on APRI Facebook/Twitter/Instagram between July and December highlighting your partnership with APRI, with opportunities for employees to volunteer with us
- Logo inclusion as organizational sponsor on all press releases for the World AIDS Day event