

2024

SPONSORSHIP OPPORTUNITIES



**PARTNER WITH US FOR THE 33RD ANNUAL
NASHVILLE AIDS WALK & 5K RUN**

33RD ANNUAL NASHVILLE AIDS WALK & 5K RUN

OCTOBER 19, 2024

Empower Change: Sponsor the 33rd Annual Nashville AIDS Walk & 5K Run

Join Nashville CARES in the fight against HIV/AIDS as a proud sponsor of the 33rd Annual Nashville AIDS Walk & 5K Run, Tennessee's most enduring HIV fundraiser and advocacy event. This landmark occasion, set for October 19, 2024, symbolizes more than just a walk; it represents a steadfast community commitment to ending the HIV epidemic. And this year we've added a 5K Run to broaden our appeal to the community!

Why Sponsor?

- **Visibility:** Align your brand with a cause that matters. Sponsoring the Nashville AIDS Walk & 5K Run offers high-impact marketing opportunities, positioning your brand at the forefront of social responsibility and community engagement.
- **Employee Engagement:** Foster team spirit and corporate social responsibility. Encourage your employees to participate in a cause that promotes health, awareness, and community solidarity.
- **Community Presence:** Increase your brand's footprint with a booth at the event, providing direct engagement with thousands of participants and supporters who share your commitment to making a difference.

Be Part of the Solution

The Nashville AIDS Walk & 5K Run is more than just a fundraiser; it's a powerful statement of solidarity and a beacon of hope for those affected by HIV. Your sponsorship will directly support Nashville CARES' mission to raise awareness and generate crucial funds needed to end the HIV epidemic.

Act Now for Impact

Fundraising begins in August, leading up to the celebratory event on October 19, 2024. We invite you to seize this opportunity to showcase your brand's commitment to a vital cause, engage with the community, and contribute to a future free from HIV.

Visit nashvilleaidswalk.com to learn more about how your organization can participate in this pivotal event. Your support can change lives and demonstrate the power of community in the face of adversity.

Together, we can make the 33rd Annual Nashville AIDS Walk & 5K Run a milestone in the journey toward ending HIV. Join us.

33RD ANNUAL NASHVILLE AIDS WALK & 5K RUN

2024 SPONSORSHIP BENEFITS

SPONSOR LEVELS	PRESENTING	MARATHON RUNNER	JOGGER	10K	5K	WALKER
Sponsor Level Pricing	\$50,000	\$35,000	\$20,000	\$10,000	\$5,000	\$2,500
Booth provided at event	✓	✓	✓	✓	✓	✓
Logo included on event signage, t-shirt and website	✓	✓	✓	✓	✓	✓
Verbal recognition from stage during event	✓	✓	✓	✓	✓	
Sponsor mention in all press releases	✓	✓	✓	✓	✓	
Logo prominent on ALL digital ads and e-communication	✓	✓	✓	✓		
Logo on billboard ads with over a million impressions	✓	✓	✓			
Dedicated eBlast to more than 11K subscribers	✓	✓				
Recognized as Presenting Sponsor in all mentions of the event in print, digital, radio & TV	✓					
Logo included on race bibs, medals and on the Start/Finish arch.	✓					

OCTOBER 19, 2024

NASHVILLEAIDSWALK.COM



2023 AIDS WALK RESULTS



Participation

This year's AIDS Walk consisted of **561** community members who registered and **42** teams formed by local businesses, affinity groups, churches, and our board and staff teams with at least **400** in attendance. We received **1,150** individual donations.



Earned Advertising Impressions

Social Media	34,446
eCommunication	77,082
Media Partnerships	132,678
TV (NewsChannel5)	1,379,100
TOTAL	1,623,306

**DONATED
ADVERTISING
\$43,176**



Paid Advertising Impressions

Social Media	19,715
Print / Digital Ads	1,542,050
Billboards	23,083,232
Radio (92Q)	191,072
TOTAL	24,836,032

**GRAND TOTAL
IMPRESSIONS
26,459,338**

2024 SPONSORSHIP COMMITMENT FORM

Please fill out this commitment form indicating your interest in partnering with us for one or more of our events. If you have any questions feel free to contact us at events@nashvillecares.org.

CHOOSE YOUR LEVEL OF SPONSORSHIP

33RD ANNUAL NASHVILLE CARES AIDS WALK & 5K RUN

- Presenting - \$50,000**
- Marathon Runner - \$30,000**
- Jogger - \$20,000**
- 10K - \$10,000**
- 5K - \$3,000**
- Walker - \$2,500**

PLEASE COMPLETE THE CONTACT AND PAYMENT INFORMATION BELOW

NAME _____ TITLE _____
COMPANY NAME _____
ADDRESS _____ CITY _____ ST _____ ZIP _____
LIST NAME PREFERRED FOR MARKETING PURPOSES _____

Nashville CARES will invoice you prior to event for your sponsor fees.

SIGNATURE _____ DATE _____

Please email this form to events@nashvillecares.org.