



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 virtual event will give sponsors an opportunity to connect with participants and gain visibility through a wide virtual 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. With last year's success, we are even more confident that this year's event 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)

Premier 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
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 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:
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