

Dear Corporate Partner,

We are requesting your support as a sponsor for our 2022 **Bowling for PAWS** and **Hero Awards** FUN-raising events!

Bowling for PAWS will support our Pets Are Wonderful Support (PAWS) program that ensures that pet owners struggling with HIV/AIDS are never separated from their beloved pets, often when they need each other the most. **The Hero Awards** will recognize an individual or organization who has done extraordinary things to improve the lives of persons with HIV & AIDS in our local community and promote HIV awareness to stop the spread of HIV.

Your **help** is needed now **more** than ever before. Though we have had many medical successes in helping people live longer with HIV and AIDS, **poverty, homelessness, hunger, mental health, trauma, isolation, and HIV stigma** continue to create formidable **barriers** for each individual and family struggling with HIV and AIDS to get access to the medical and supportive services they desperately need to **survive AIDS and have quality of life**. **COVID-19** has created **additional challenges** as we work to meet the needs of each person in this crisis.

With your partnership, we are able to meaningfully connect, across the 17 county upstate NY region (with emphasis on Albany, Schenectady, Rensselaer, and Saratoga Counties), with individuals and families living with HIV/AIDS who need our life-saving services now.

To hear one of our residents tell it, "I used to stay in bed for most of the day. Now I come to the nutrition classes, I come in on Thursdays for the pantry bag pickup, I make sure to take my pills, get my exercise, and my cats keep me pretty active too. **Something about getting up and getting moving makes me feel good and happy to be here.**"

Companies like yours continue to give back tremendously each year to make a measurable impact on the health and wellness of our community. We hope to build and expand our relationship with you and your organization to help low-income individuals and families struggling with HIV/AIDS. If you have any questions, please e-mail us at AJMorrisette@AlbanyDamienCenter.org or call 518-449-7119 x121.

We look forward to hearing from you!



Perry J. Junjulas
Executive Director & Person Living with AIDS
Albany Damien Center



Libby Post
Chair, Development Committee
Albany Damien Center



Sunday, March 19th
12:00pm Registration | 1:00pm Bowl
375 Troy Schenectady Road, Latham, New York 12110

Pets Are Wonderful Support (PAWS), a program of the Albany Damien Center, ensures that pet owners who are struggling with HIV/AIDS are never separated from their beloved pets, often when they need each other the most.

With your support, PAWS provides assistance with veterinary bills, transportation, help in caring for pets when their owners are too ill to do so, as well as with pet food and supplies. By supporting this event, your business will be exposed as a generous support for people with HIV and AIDS, their pets, and the local community to:

- Over **160** event attendees at Bowling for PAWS on March 24, 2021
- Over **5,000** people on the Albany Damien Center mailing list
- Over **3,000** social media followers with a weekly reach of almost **12,000** people
- Over **5,000** customers visiting Spare Time the week a sign with your organization's name is displayed

Corporate Partnerships



Platinum Sponsor - \$5,000

- Logo/name inclusion as "Platinum Sponsor" in event program, social media, email blasts, website, and in print, radio, and cable releases with special recognition on the day of the event.
- Sponsor logo/name displayed on a bowling lane from February 24th through March 2nd.
- Two bowling teams of six people – a great team-building opportunity!

Gold Sponsor - \$2,500

- Logo/name inclusion as "Gold Sponsor" in event program, social media, email blasts, website, and in print, radio, and cable releases with recognition on the day of the event.
- Sponsor logo/name will be displayed on a bowling lane from February 24th through March 2nd, and up to two bowling teams of six people.

Silver Sponsor - \$1,000

- Logo/name inclusion as "Silver Sponsor" in event program, social media, email blasts, website, and in print, radio, and cable releases with recognition on the day of the event.
- Sponsor logo/name will be displayed on a bowling lane from February 24th through March 2nd, and up to a bowling team of six people.

Bronze Sponsor - \$500

- Logo/name inclusion as "Bronze Sponsor" in event program, social media, email blasts, website, and in print, radio, and cable releases with recognition on the day of the event.
- Sponsor logo/name will be displayed on a bowling lane from February 24th through March 2nd, and one bowling team of up to six people.

Advocate Sponsor - \$250

- Logo/name inclusion as "Advocate Sponsor" in event program, social media, email blasts, website, and in print, radio, and cable releases. Does not include a bowling team.



Thurs, Sept 22, 2022
6:00 pm Reception
The Century House, Latham

Our 3rd annual **Damien Center Hero Awards** will be an evening of music, hors d'oeuvres, and the presentation of our Hero Award to an individual who exhibits the same qualities that encompass the mission of the Albany Damien Center. By supporting this event, your business will be exposed as a generous supporter for people with HIV and AIDS and the local community to:

- Over **200+** event attendees at Damien Center Hero Awards on September 22, 2022
- Over **5,000+** people on the Albany Damien Center mailing list
- Over **3,500+** social media followers with a weekly reach of almost **12,000** people
- Over **5,000+** thousand people throughout the Capital Region through media and advertising

Corporate Partnerships

Platinum Sponsor - \$10,000

- Logo/name inclusion as a "Platinum Sponsor" in event program, social media, email blasts, website, and in print, radio, and cable releases with special recognition on the day of the event
- 10 complementary tickets to event
- 1 full-page color advertisement (4 ¾" X 7 ½", portrait) in the Damien Center Hero Awards program and logo on cover
- Highlight in Winter Newsletter and Damien Center 2022 Annual Report
- Free vendor table at event entrance and registration

Gold Sponsor - \$5,000

- Logo/name inclusion as a "Gold Sponsor" in event program, social media, email blasts, website, and in print, radio, and cable releases with recognition on the day of the event
- 8 complementary tickets to event
- 1 full-page color advertisement (4 ¾" X 7 ½", portrait) in the Damien Center Hero Awards program
- Highlight in Winter Newsletter
- Banner or pop-up at event entrance and registration

Silver Sponsor - \$2,500

- Logo/name inclusion as a "Silver Sponsor" in event program, social media, email blasts, website, and in print, radio, and cable releases with recognition on the day of the event
- 6 complementary tickets to event
- 1 half-page color advertisement (4 ¾" X 3 ½", landscape) in the Damien Center Hero Awards program
- Highlight in Winter Newsletter

Bronze Sponsor - \$1,000

- Logo/name inclusion as a "Bronze Sponsor" in event program, social media, email blasts, website, and in print, radio, and cable releases with recognition on the day of the event
- 4 complementary tickets to event
- 1 quarter-page color advertisement (2 ¼" X 3 ½", portrait) placement in the Damien Center Hero Awards program

Advocate Sponsor - \$500

- Color logo inclusion as "Advocate Sponsor" in event program, social media, email blasts, website, and in print, radio, and cable releases with recognition on the day of the event
- 2 complementary tickets to event

Sponsorship Levels



Combined Levels

- Platinum Sponsor - \$15,000
- Gold Sponsor - \$7,500
- Silver Sponsor - \$3,500
- Bronze Sponsor - \$1,500
- Advocate Sponsor - \$750



Bowling for PAWS Levels

- Platinum Sponsor - \$5,000
- Gold Sponsor - \$2,500
- Silver Sponsor - \$1,000
- Bronze Sponsor - \$500
- Advocate Sponsor - \$250

Hero Awards Levels

- Platinum Sponsor - \$10,000
- Gold Sponsor - \$5,000
- Silver Sponsor - \$2,500
- Bronze Sponsor - \$1,000
- Advocate Sponsor - \$500

Name	Title	
Company		
Mailing Address		
City	State	Zip
Phone	*email	
To give by our online web portal, visit http://www.albanydamiencenter.org/corporatepartnership.html.		
Organization name to be used in all digital and print material:		
Card Number	Expiration Date	CVV No.
Name on Card	Signature	

***PLEASE NOTE** a valid email address is required for us to process your written credit card authorization request. Please make checks payable to "Albany Damien Center" with your chosen Sponsorship Level in the memo line

For more information, contact AJ Morrisette at AJMorrisette@AlbanyDamienCenter.org or call 518-449-7119 x121

Note – either event may be converted to a virtual event due to Covid safety if necessary