

## 2007 CORPORATE SPONSORS

Action AIDS	Crabby Dick's	The Melting Pot
A.I.G.	Delaware Beverage Company	Mikimotos Asian Grill & Sushi Bar
Abbott Laboratories	Delaware Community Foundation	Moe's Southwest Grill
Agouron Pharmaceuticals, Inc.	Delaware HIV Consortium	Movable Feast
Altria	Delmarva Broadcasting	Mt. Zion Church
Amazon.com	Dish!	Mulberry Street Cafe
American Express Financial Advisors	Dos Locos	New Ark United Church of Christ
The Back Porch Café	DuPont Theatre	Newark Morning Rotary
Bank of America	Dr. Allen S. Tocker, & Assoc., Optometry, P.A.	Old Swedes Church
Bellefonte Café	Eden	Out and About
Bloomsberry Flowers	El Dorado Restaurant	The Parkway
The Blue Crab Grill	Faithful Friends	Partners Bistro & Piano Bar
Blue Cross Blue Shield of Delaware	Farley Printing Company Inc.	Pizza By Elizabeths
Blue Moon	Finders Keepers	Presto!
Bio-Technology General Corporation/BTG	First & Central Presbyterian Church	The Pub at Frog Hollow
Boyd's Flowers	Fun to Find Jewelry	Roche Pharmaceuticals
BPG Real Estate Services	Fusion	Royal Rose Inn Bed and Breakfast
Brasserie Grille	Garhen S. Dalecourt, Publisher of Fine Children Books	Serendipity Restaurant
Bristol-Myers Squibb Company	Gilead Pharmaceuticals	Shaggy's On Main
Broadway Cares / Equity Fights AIDS	GlaxoSmithKline	Smith Associates
The Buccini / Pollin Group	Grace United Methodist Church	Soffritto Italian Grill
Buckley's Tavern & Restaurant	Home Grown Café	Stewart's Brewing Company
The Buttery	Hospice DEValley	Stoney's British Pub
Café Sole	Hunt Cottage at Back Creek	Teleduction
Christ Episcopal Church, Christiana Hundred	Jake's Hamburgers	The News Journal
Clear Channel Outdoor	JPMorganChase	Tibotec Therapeutics
Clear Channel Radio	Kelly's Logan House	Tiedemann Trust Company
Cloud 9 Restaurant	Kenn's Catering	Timothy's of Newark
Comcast	KISS 101.7 FM	Today Media, Inc. / Delaware Today
Commerce Bank	Lamberti's Cucina	Valero Energy Corporation
Computer Sciences Corp. - Christiana Corporate Ctr	Living Well Magazine	W.L. Gore & Associates, Inc.
Confucius	Longwood Foundation	Wachovia Bank Card Services
Conectiv	Luigi Vitrone Pastabilities Restaurant	Waterfall Banquet & Conference Center
Costa's Grill and Private Events	Mariachi Restaurant	Wilmington Blue Rocks
		Wilmington Trust Company

**PLEASE VISIT [WWW.AIDSDELAWARE.ORG](http://WWW.AIDSDELAWARE.ORG) TO FIND OUT ABOUT DOZENS OF WAYS YOU, YOUR EMPLOYEES, AND YOUR BUSINESS CAN HALT THE SPREAD OF HIV/AIDS.**

**NEW CASTLE COUNTY**  
Community Service Building  
100 West 10th Street, Suite 315  
Wilmington, DE 19801  
p. 302.652.6776  
f. 302.652.5150

**KENT COUNTY**  
Smyrna Health & Wellness Center  
100 S. Main Street, Suite 203  
Smyrna, DE 19977  
p. 302.354.6616

**SUSSEX COUNTY**

706 Rehoboth Ave. Rehoboth Beach, DE 19971 p. 302.226-5350 f. 302.226-3519	36 South Market Street Seaford, DE 19973 p. 302.629.6806 f. 302.629.6536
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HIV/AIDS/STD Hotline: 1.800.422.0429

[www.aidsdelaware.org](http://www.aidsdelaware.org)



## 2008 Corporate Appeal



Building a Healthier Delaware through

**Case Management**  
**Education & Outreach**  
**Testing & Prevention**



## ABOUT AIDS DELAWARE

AIDS Delaware has been a leader in promoting collaboration among AIDS service providers in our state. Four years ago, we invited the Delaware HIV Consortium to join the AIDS WALK, the state's largest AIDS fundraising event initiated by us 22 years ago. Three years ago, we brought on the Ministry of Caring and then, two years ago, the Faith Community Partnership (23+ African-American churches with AIDS programs). To further the collaboration, we instituted a sharing program with additional AIDS service organizations able to receive back 40% of the pledges they raise to support their programs. As a result we have seen the WALK grow from \$100,000 to \$207,000 annually. Collaboration is key! When you sponsor one of our events, you can rest assured that we are working to leverage your support to reach all clients in every community in Delaware.

We are working harder on collaboration and streamlining because Delaware consistently ranks in the top ten states for HIV infection rates per capita in the nation. This ranking is the core aspect of our mission at AIDS Delaware. No person should contract HIV; it is a 100% preventable disease, yet our case load continues to increase each year and the infection rate remains steady! In fact, it is increasing in certain groups, indicating an even greater need for our efforts in preventive education and management. For those who have already contracted the disease, new treatments provide hope, but AIDS remains terminal. There are over one million diagnosed HIV/AIDS cases in the U.S. and approximately 524,060 (Centers for Disease Control) people have died of AIDS in the U.S. since the beginning of the epidemic. Unfortunately, there still is no cure or vaccine.

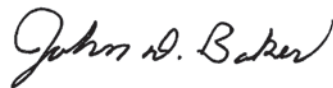
As interest in the HIV/AIDS crisis wanes, we at AIDS Delaware are more determined than ever to continue to communicate our message of prevention to Delawareans. Our youth are most at risk, comprising 50% of all new infections before age 25. That is why we work hard to teach youth how to make healthier decisions. We are also finding that persons over fifty years of age are another significant population for new infection. Getting information to this group has become a primary focus.

AIDS Delaware is Delaware's first and largest statewide AIDS service organization providing direct services. We are a Delaware organization working for Delawareans. Our services are divided into three departments providing a comprehensive plan to combat HIV/AIDS in Delaware, as well as supply compassionate and effective care to people living with HIV/AIDS. We provide Rapid testing, case management of over 300 clients, and prevention education and outreach to thousands with presentations, billboards, radio, and cable T.V. prevention messages.

Through our major four fund-raising events, we are able to continue programming and care for the citizens of Delaware. Each event and program offered in this document has opportunities for sponsorship and/or underwriting that relieve the cost of production and overhead. We keep each of the fund-raising events administrative costs at 18% of revenue or lower, thus allowing more of the dollars raised to go directly to the services we provide. The business community of Delaware is key to making our events and programs cost effective, educational, and productive. We look forward to working with you to make our community a safer, healthier and more compassionate place to live.

Please take a moment to go to our web site, [www.aidsdelaware.org](http://www.aidsdelaware.org) and learn more about AIDS Delaware and the sponsorship program. The programming and events schedules as well as Giving forms are available online to save you time.

Gratefully,



John D. Baker  
Executive Director



Philip J. Cross  
Board Chair

## OFFICERS & EXECUTIVE/FINANCE COMMITTEE

Chair Philip Cross, *Philip J. Cross & Associates*  
Secretary Sharon Kelly-Baker, *Teleductions & Serviam Media*  
At Large Paul W. Archer, *JP Morgan Chase*

Vice Chair Edward L. Weston, *AAA Mid Atlantic*  
Treasurer Harry Papaleo, *Partner, Papaleo, Rosen, Chelf & Pinder*  
At Large Robert D. Martz, *Community Representative*

## BOARD MEMBERS

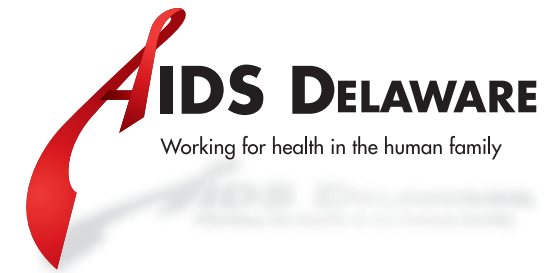
Troy Benavidez, *AstraZeneca*  
Dr. Ronda L. Broady, D.O., *Henrietta Johnson Medical Center*  
Thomas Burkhart, *Greenburg Traurig, LLP*  
Rev. Randall T. Clayton, *West Presbyterian Church*  
John P. Gardner, *The DuPont Company*  
Margaret Rose Henry, *Senator from the 2nd District*  
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Rev. Angel M. Marrero, *Dade Behring International*  
George B. Meldrum, Jr., *Nemours Foundation*  
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Kevin Slattery, *DE Department of Justice*  
Preston Watkins, *Community Representative*  
Holly Wright, *Christiana Care*  
Loretta L. Young, *Avaya, Inc.*

## ADVISORY COUNCIL

Patricia Cannon, *Community Representative*  
Robert Frederick, *Blue Cross/Blue Shield*  
Rev. James E. Richardson, *Catholic Diocese of Wilmington*

## RESPONSE SHEET



Thank you for considering AIDS Delaware. Together we can make Delaware healthier. A member of the Development Team will be contacting you to answer your questions and help you with sponsorship choices.

If you know what you would like to do to help, please check the box of the appropriate event / program, fill out the bottom portion of the form, and return it to AIDS Delaware. For further details please go to [www.aidsdelaware.org](http://www.aidsdelaware.org).

### EVENTS

#### DINING OUT FOR LIFE

- Advertising Sponsor \$ 5,000  
 Promotional Sponsor \$ 1,000

#### DINING OUT FOR LIFE AT THE BEACH

- Presenting Sponsor \$ 5,000  
 Advertising Sponsor \$ 2,000  
 Promotional Sponsor \$ 1,000  
 Raffle Sponsor \$ 1,000

#### 2008 AIDS WALK

- Presenting Sponsor \$ 20,000 \*  
 Gold Sponsor \$ 5,000  
 Silver Sponsor \$ 2,000  
 Bronze Sponsor \$ 1,000  
 Knowledge Neighborhood \$ 1,000

- Sign Sponsor, New Castle County \$ 100  
 Sign Sponsor, Kent/Sussex County \$ 100

#### A DAY WITHOUT ART

- Presenting Sponsor \$ 7,500  
 Invitation Sponsor \$ 2,000  
 Program Sponsor \$ 1,500  
 Event Sponsor \$ 1,000

#### APPETITE FOR LIFE

- Main Course Sponsor \$ 5,000  
 Dessert Sponsor \$ 2,000  
 Appetizer Sponsor \$ 500

\*This amount is negotiable

### PROGRAMMING

#### AIDS AWARENESS MONTH

- Quilt Sponsor \$ 5,000  
 Advertising Sponsor \$ 2,000  
 Candlelight Ceremony Sponsor \$ 500

#### CLIENT SERVICES

##### FOOD CLOSET

- Nourishment Provider \$ 20,000  
 Nourishment Sustainer \$ 5,000  
 Nourishment Server \$ 1,000

##### PERSONAL PRODUCTS CLOSET

- Hygiene Hero \$ 20,000  
 Hygiene Helper \$ 5,000  
 Hygiene Hand-Up \$ 1,000

##### MONTHLY CLIENT EDUCATION LUNCHESES

- Monthly Lunch Sponsor \$ 250/mo

##### SUMMER OUTING FOR CLIENTS

- Summer Outing Sponsor \$ 2,000

### EDUCATION & OUTREACH

#### PROGRAMS

- In Plain Language \$ 2,000  
 P.A.C.T. \$ 4,000  
 Do The Right Thing 4 Life \$ 2,000

##### Delaware Teen Idol®:

- Event Sponsor \$ 2,000  
 1st Prize Sponsor \$ 500  
 2nd Prize Sponsor \$ 200  
 3rd Prize Sponsor \$ 100

Program / Event \_\_\_\_\_ Level \_\_\_\_\_

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Address \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Please complete and mail this form to:

**AIDS Delaware**  
100 W. 10th Street, Suite 315  
Wilmington, DE 19801  
Attn: Stephanie Grant

Donation Enclosed

Logo Enclosed

Tax ID# 222805481

AIDS Delaware is a 501(c)3 non-profit organization incorporated in the State of Delaware.



**IN PLAIN LANGUAGE**

\$2,000 - An educational series of workshops for infected and affected individuals. These workshops speak frankly about the facts of HIV, current treatments, the necessity of adherence to healthy choices, and prevention. Your business will be recognized with a half-page ad in the Dispatch newsletter and at our Annual Awards ceremony.



**P.A.C.T. (PEERS ACHIEVING CHANGE TOGETHER)**

\$4,000 - PACT educates youth about HIV/AIDS and other sexually transmitted diseases and allows them opportunities to educate other youth regarding these issues. PACT also addresses issues of teen pregnancy, negative effects of drugs and alcohol and other issues that teens face. PACT participants design theatrical performances and lectures which are performed at schools, community centers and other events where teens are present. PACT empowers audiences with knowledge about HIV by sending realistic messages that teens can relate to. Your business will receive recognition with a half-page ad in the Dispatch newsletter and at our Annual Awards ceremony.



**DO THE RIGHT THING 4 LIFE**

\$2,000 - An educational series held monthly in beauty shops in the city of Wilmington. Your business will be recognized with a half-page ad in the Dispatch newsletter and at our Annual Awards ceremony.



**DELAWARE TEEN IDOL®**

Based on the popular television show, Delaware Teen Idol holds an open talent show including judges from area entertainment, political and education arenas. The only requirement for participation is that the material contains a positive message about HIV prevention, anti-violence, and/or anti-drug use. Become a Teen Idol Sponsor and spread a positive message to our youth.

**Presenting Sponsor \$2,000** - underwrites production costs.

**Prize Sponsor \$500** - 1st Place Prize Money

**\$300** - 2nd Place Prize Money

**\$200** - 3rd Place Prize Money.

Your business will be included in all print material.

**DELAWARE AIDS WALK - SEPTEMBER 28<sup>th</sup> & October 5<sup>th</sup>!**

The AIDS Walk is our largest fund-raiser and outreach event and it is still growing! In collaboration with several AIDS service organizations statewide, the Delaware AIDS Walk hosts thousands of Delawareans on a 5K walk in Rockford Park, Wilmington; Silverlake Recreation Area, Dover; and Rehoboth Beach.



**STATEWIDE SPONSORSHIP (SPONSORSHIP DUE DATE, APRIL 30<sup>th</sup>)**

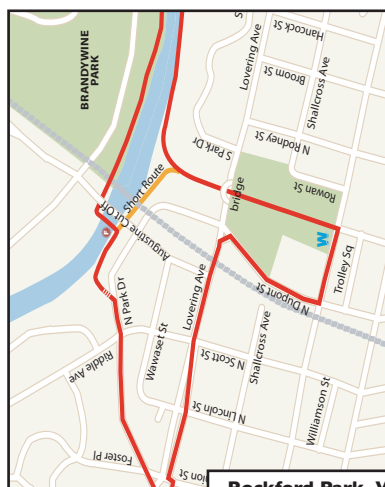
As a statewide sponsor, your business will be recognized on print and promotional materials for the Walks in all three counties. Last year attendance at the Walks was approximately 6000 people.

**Presenting Sponsor \$20,000** - Your business will be named as a Presenting Sponsor and will be shown as such in all print, video, radio and promotional materials. Six of the informational signs posted along the Walk route will have your name and logo on them and you will have a tent/table at each Walk for your use.

**Gold Sponsor \$5,000** - In addition to the Statewide Sponsor recognition, your business name and logo will be on four of the informational signs posted along the Walk route and you will have a table for your use at each Walk.

**Silver Sponsor \$2,000** - In addition to the Statewide Sponsor recognition, your name and logo will appear on two informational signs posted along the Walk route and your business will have use of a table at each Walk.

**Bronze Sponsor \$1,000** - In addition to the Statewide Sponsor recognition, your name and logo will be on two informational signs posted along the Walk route and you will have use of a table at each Walk.

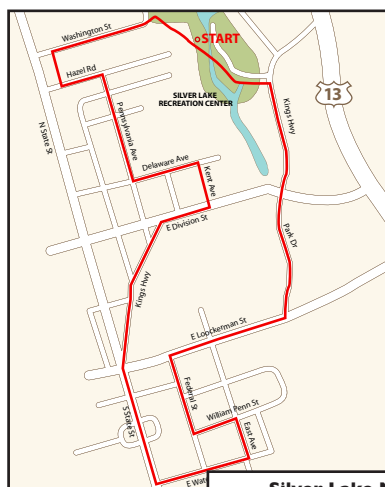


Rockford Park, Wilm. Map

**WILMINGTON AIDS WALK - Sunday, September 28<sup>th</sup>, Rockford Park**  
Sponsorships are needed in the following areas in New Castle County.

**Knowledge Neighborhood \$1,000** - A new component of the Walk designed to enhance the education mission of the Walk. Participants are encouraged to engage in many activities that inform and entertain. Each Knowledge Neighborhood sponsor receives tenting, signage, two tables and four chairs for their use.

**Sign Sponsor \$100** - Each year more than forty signs with statistics and myth busters are posted along the Walk route to be read as the walkers pass by. Your business' name and logo will be printed on one sign.

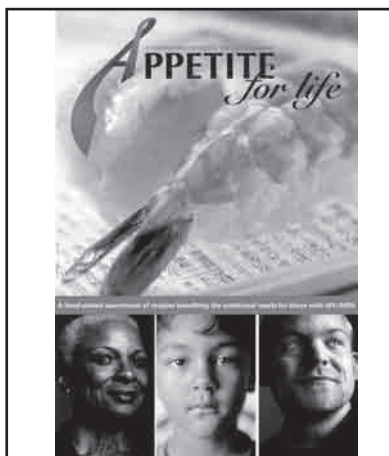
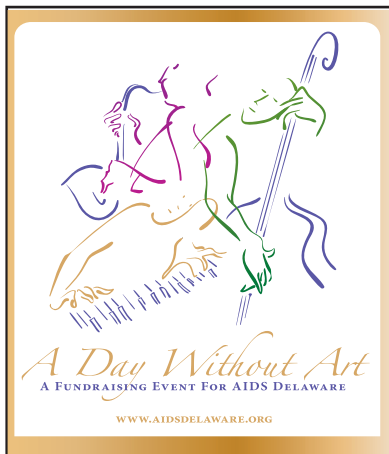


Silver Lake Map, Dover

**KENT/SUSSEX AIDS WALK Sunday, October 5<sup>th</sup>, Silver Lake Recreation Area, Dover & Rehoboth Beach**

Sponsorships are needed in the following areas in Kent and Sussex Counties:

**Sign Sponsor \$100** - Your business' name and logo will be printed on an informational sign posted along the Walk route for walkers to read as they pass by.



**DINING OUT FOR LIFE - (SPONSORSHIP DUE DATE, FEBRUARY 29<sup>th</sup>)  
May 1<sup>st</sup>, New Castle & Kent Counties**

In partnership with 35 cities in North America and six regional agencies, AIDS Delaware recruits area restaurants to donate a portion of their food receipts to the agency. Advertising is national, regional, and local. Your help is needed as an advertising or promotional sponsor.

**Advertising Sponsor \$5,000** - your business will be recognized on each local advertisement as the sponsor of the ad.

**Promotional Sponsor \$1,000** - your business will be recognized on the special promotional item as the Promotional Sponsor.

**DINING OUT FOR LIFE AT THE BEACH - (SPONSORSHIP DUE DATE, MARCH 31<sup>st</sup>)  
June 22<sup>nd</sup>, Sussex**

A Dining Out event held in Sussex County, this event is produced by AIDS Delaware. Advertising is statewide, in Philadelphia, Washington, and Baltimore. Get involved by being a presenting, advertising, or promotional sponsor.

**Presenting Sponsor \$5,000** - your business will be recognized in all print and advertising materials.

**Advertising Sponsor \$2,000** - your business will be recognized on all print ads as the sponsor of the ad.

**Promotional Sponsor \$1,000** - your business will be recognized on the special promotional item as its sponsor.

**Raffle Sponsor \$1,000** - (or donation of a comparable raffle item), your business will be recognized as the raffle sponsor.

**A DAY WITHOUT ART - (SPONSORSHIP DUE DATE, JULY 31<sup>st</sup>)  
TBD, New Castle County**

A cocktail reception and auction attracting over 300 patrons and 150 auction items. Each sponsor will be recognized in all printed materials.

**Presenting Sponsor - \$ 7,500** Your business will be named as a presenting sponsor in all materials as well as receive a full page ad in the program booklet and ten complimentary admissions to the event.

**Invitation Sponsor - \$2,000** Your business will be recognized in all materials including special recognition in the invitation. You will also receive a full page ad in the booklet and eight complimentary admissions to the event.

**Program Sponsor - \$1,500** Your business will be recognized in all materials including special recognition in the auction booklet. You will also receive a full page ad in the booklet and six complimentary admissions to the event.

**Event Sponsor - \$1,000** Your business will be recognized in all print and promotional materials, a full page ad in the auction booklet and four complimentary admissions to the event.

**APPETITE FOR LIFE - An unusual cookbook**

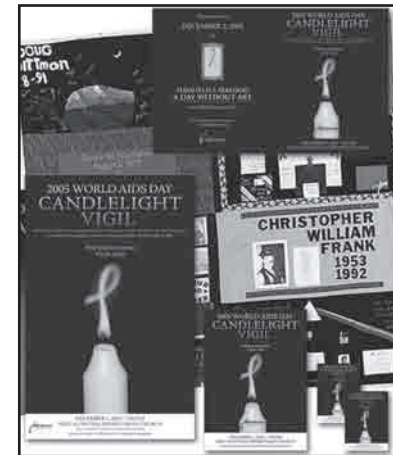
This year we will be publishing a cookbook entitled, *Appetite for Life*, containing recipes from area restaurants, celebrities, caterers, politicians, and friends. Each recipe will be reviewed by nutritionists and selected for those living with HIV/AIDS. Get cooking by becoming a:

**Main Course Sponsor - \$5,000**, your business will be recognized in all advertising and promotions as well as a full page in the cookbook.

**Desert Sponsor - \$2,000**, your business will be recognized in all advertising and promotions as well as a half-page ad in the cookbook.

**Appetizer Sponsor - \$500**, your business will be recognized in all advertising and promotions as well as a quarter-page ad in the cookbook.

**AIDS DELAWARE PROGRAMMING 2008**



**AIDS AWARENESS MONTH - (SPONSORSHIP DUE DATE, SEPTEMBER 1<sup>st</sup>)  
Month of November**

The month of November is AIDS Awareness Month in Delaware. We team with dozens of arts, civic, religious, and school groups to display Quilt panels, distribute educational materials and make presentations to heighten awareness. The month is concluded on December 1<sup>st</sup>, World AIDS Day, with name reading, a candlelight vigil and life celebration ceremony. Make a difference by becoming a:

**Quilt Sponsor \$5,000** - your business will be recognized in all print materials as the presenter of the quilt panels.

**Advertising Sponsor \$2,000** - your business will be recognized as the sponsor of all advertising.

**Candlelight Ceremony Sponsor \$500** - your business will be recognized at the ceremony.

**CLIENT SERVICES 2008**



**FOOD CLOSET**

Our clients are currently allowed to visit the Food Closet once a month. Your underwriting will enable us to expand those visits.

**Nourishment Provider \$20,000** - will provide 2,858 more meals (or 10 meals per client). Your business will be named as the 2008 Nourishment Provider and receive special recognition in the *Dispatch* newsletter in the form of a full-page ad.

**Nourishment Sustainer \$5,000** - will provide 714 more meals (or 3 more meals per client). Your business will be recognized in the *Dispatch* newsletter with a half-page ad.

**Nourishment Server \$1,000** - will provide 142 more meals (or 1/2 meal per client). Your business will be recognized in the *Dispatch* newsletter with a quarter-page ad.

All Food Closet underwriters will also be recognized at our Annual Awards ceremony.



**PERSONAL PRODUCTS CLOSET**

Our Hygiene Closet is open to clients as long as there are supplies. This is a supplementary service for those items that cannot be purchased with food stamps.

**Hygiene Hero \$20,000** - will provide each client with \$70 worth of personal products. Your business will be named the 2008 "Hygiene Hero" and receive a full-page ad in the *Dispatch* newsletter.

**Hygiene Helper \$5,000** - will provide each client with \$18 worth of personal products. Your business will be recognized in the *Dispatch* newsletter with a half-page ad.

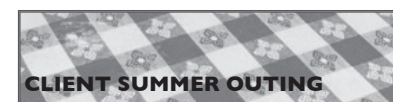
**Hygiene Hand-Up \$1,000** - will provide each client with an additional \$4 worth of personal products. Your business will be recognized with a quarter-page ad in the *Dispatch* newsletter.

All Personal Products underwriters will also be recognized at our Annual Awards ceremony.



**MONTHLY CLIENT EDUCATION LUNCHES**

\$250 per month: host a monthly lunch for clients with topics including nutrition, treatments, and HIV transmission/prevention. Your business will be recognized with advertising in the *Dispatch* newsletter and at our Annual Awards ceremony.



**SUMMER OUTING FOR CLIENTS**

\$2,000 provides a day out and away from daily troubles for those with HIV as well as camaraderie with others who share the same status. Your business will be recognized with a half-page ad in the *Dispatch* newsletter and at our Annual Awards ceremony.