



**Thursday, December 2, 2010**

# **SPONSORSHIP PROPOSAL**

**Presented by**





**World of Chocolate** is the AIDS Foundation of Chicago's (AFC) annual holiday fundraising event held in commemoration of World AIDS Day. At this festive event, guests will sample scrumptious chocolate creations from more than 30 of Chicagoland's finest restaurants, caterers, and chocolatiers.

Chocolate vendors creating the delicacies will compete for top honors in several categories as judged by local celebrities. Other components of the evening include entertainment, a raffle, an open bar, a light buffet and shopping at the Holiday Bazaar which features fine gifts and ornaments donated by local merchants.

## EVENT OVERVIEW

- Date & Time:** Thursday, December 2, 2010  
5:00 p.m. to 6:00 p.m. – *Private Sponsor Reception*  
6:00 p.m. to 10:00 p.m. – *World of Chocolate*
- Location:** Chicago Hilton  
720 South Michigan  
Chicago, IL 60605
- Guests:** More than 1,600 attendees representing a cross section of conscientious and charitable consumers from the Chicago metropolitan area.
- Ticket Prices:** \$75 Individual tickets in advance  
\$100 Individual tickets at-the-door  
\$150 Red Ribbon Tickets  
*Individuals who purchase at this level receive a Red Ribbon Lapel Pin and acknowledgement in the program book.*
- Beneficiary:** Funds raised through *World of Chocolate* support AFC's grantmaking, policy, and public education programs. Since 1988, AFC – the largest source of HIV/AIDS philanthropic support in the Midwest – has awarded more than \$17 million to area HIV/AIDS prevention, care and advocacy projects. To learn more about AFC, visit our website at [www.aidschicago.org](http://www.aidschicago.org).

For further information contact Chris Matthews, Director of Fundraising Events at (312) 334-0917.

# AIDS Foundation OF CHICAGO

***The mission of the AIDS Foundation of Chicago is to lead the fight against HIV/AIDS and improve the lives of people affected by the epidemic.***

Founded in 1985 by community activists and physicians, the AIDS Foundation of Chicago (AFC) is a catalyst for local, national and international action on HIV/AIDS. We collaborate with government and community partners to pursue comprehensive strategies against HIV/AIDS; fund and coordinate prevention, care and advocacy projects; and champion effective, compassionate HIV/AIDS policy and human rights to bring an end to the HIV/AIDS pandemic.

To further prevent the spread of this epidemic, we concentrate our work in four major areas:

- Building a Comprehensive System of HIV/AIDS Care  
The AIDS Foundation of Chicago is responsible for the administration, ongoing development, and evaluation of a coordinated HIV case management system that serves more than 6,000 men, women, and children living with HIV. AFC also distributes and manages federal funds for primary medical care, housing, substance abuse, food, mental health treatment, and other services, reaching an additional 2,000 people affected by HIV/AIDS. In addition, AFC convenes the Service Providers Council, a coalition of more than 135 AIDS prevention and care agencies that provides leadership in coordinating the metropolitan area's growing and complex system of AIDS services.
- Protecting the Rights of and Securing Resources for People Affected by HIV/AIDS  
The AIDS Foundation of Chicago is Illinois' leading advocate for people living with HIV/AIDS and the organizations on which they depend. Working with policymakers at all levels of government, AFC fights for increased public funding for AIDS prevention and care programs, for expanded AIDS services, and for an end to discrimination against people affected by the epidemic.
- Educating Service Providers and the Public on HIV/AIDS Issues  
The Service Providers Council of the AIDS Foundation of Chicago provides training events and technical assistance for hundreds of providers and case managers throughout the year on topics directly related to the ongoing care and assistance of HIV-positive individuals and those at-risk for HIV disease. Conferences and workshops are also planned each year on issues of particular importance to the HIV/AIDS service community.
- Funding Community-Based Prevention and Care Programs  
Since the AIDS Foundation of Chicago began its grantmaking program in 1988, it has awarded nearly \$17 million to support HIV/AIDS prevention and care activities across the metropolitan area. In its most recent grantmaking cycle, completed in June 2006, AFC awarded more than \$1.7 million dollars to local HIV/AIDS programs, the largest amount awarded in the agency's history. More than half of all community-based organizations funded this year are serving and governed by communities of color.



## SPONSORSHIP OPPORTUNITIES

### Sponsor Levels

|  |          |
|--|----------|
| One Sweet World – Premier Sponsor.....       | \$20,000 |
| Ultimate Indulgence – Presenting Sponsor.... | \$15,000 |
| Sweet Tooth Sponsor.....                     | \$10,000 |
| Delightful Decadence Sponsor.....            | \$5,000  |
| Chocolate Ecstasy Sponsor.....               | \$1,500  |

### Overall Sponsorship Benefits:

- Visible commitment to the fight against HIV/AIDS on the local level.
- Association with the global movement to fight HIV/AIDS.
- Image-building opportunity in association with a vital cause.
- Extensive exposure through print and electronic media coverage.
- Potential cross-promotions with other sponsors.
- Cause-related marketing opportunities such as public relations, hospitality, and brand awareness.

### Special Notes for Sponsors:

- The AIDS Foundation of Chicago is willing to customize all sponsorships to specifically meet your company's marketing objectives.
- In-kind donations are accepted and can be valued as cash sponsorships as applicable.
- To be included in public relations releases and paid advertising, sponsor contracts must be received by **Friday, September 10, 2010**.



## **ONE SWEET WORLD – PREMIER SPONSOR: \$20,000**

### **SPONSORSHIP BENEFITS**

#### **OVERALL RECOGNITION**

- Exclusive sponsorship of one holiday tree.
- Company name included in all press releases.
- Recognition of your sponsorship in one issue of *Update*, AFC's quarterly newsletter, sent to 12,000 AFC supporters.

#### **CORPORATE NAME EXPOSURE**

- Name and/or logo included on all printed materials, including invitations (7,500+), paid advertising, and event program book.
- Full-page advertisement with premier placement on the inside cover of the event program book (1,500+).

#### **HOSPITALITY OPPORTUNITIES**

- 20 complimentary Red Ribbon tickets to the event and invitation to the private sponsor reception.
- 20 Red Ribbon lapel pins for your guests.
- Opportunity for one company representative or guest to serve as a celebrity judge for the evening.



## **ULTIMATE INDULGENCE – PRESENTING SPONSOR: \$15,000**

### **SPONSORSHIP BENEFITS**

#### **OVERALL RECOGNITION**

- Exclusive sponsorship of one holiday tree.
- Company name included in all press releases.
- Recognition of your sponsorship in one issue of Update, AFC's quarterly newsletter, sent to 12,000 AFC supporters.

#### **CORPORATE NAME EXPOSURE**

- Name and/or logo included on all printed materials, including invitations (7,500+), paid advertising, and event program book.
- Full-page advertisement with premier placement in the event program book (1,500+).

#### **HOSPITALITY OPPORTUNITIES**

- 12 complimentary Red Ribbon tickets to the event and invitation to the private sponsor reception.
- 12 Red Ribbon lapel pins for your guests.



## **SWEET TOOTH SPONSOR: \$10,000**

### **SPONSORSHIP BENEFITS**

#### **OVERALL RECOGNITION**

- Company name will be featured on a holiday tree.
- Recognition of your sponsorship in one issue of Update, AFC's quarterly newsletter, sent to 12,000 AFC supporters.

#### **CORPORATE NAME EXPOSURE**

- Name and/or logo included on all printed materials, including invitations (7,500+), paid advertising, and event program book.
- Full-page advertisement with premier placement in the event program book (1,500+).

#### **HOSPITALITY OPPORTUNITIES**

- 10 complimentary Red Ribbon tickets to the event and invitation to the private sponsor reception.
- 10 Red Ribbon lapel pins for your guests.



## **DELIGHTFUL DECADENCE SPONSOR: \$5,000**

### **SPONSORSHIP BENEFITS**

#### **OVERALL RECOGNITION**

- Company name will be featured on a holiday tree.
- Recognition of your sponsorship in one issue of Update, AFC's quarterly newsletter, sent to 12,000 AFC supporters.

#### **CORPORATE NAME EXPOSURE**

- Name and/or logo included on all printed materials, including invitations (7,500+), paid advertising, and event program book.
- Full-page advertisement with in the event program book (1,500+).

#### **HOSPITALITY OPPORTUNITIES**

- 8 complimentary Red Ribbon tickets to the event and invitation to the private sponsor reception.
- 8 Red Ribbon lapel pins for your guests.





## **CHOCOLATE ECSTASY SPONSOR: \$1,500**

### **SPONSORSHIP BENEFITS**

#### **OVERALL RECOGNITION**

- Company name will be featured on a holiday tree.
- Recognition of your sponsorship in one issue of Update, AFC's quarterly newsletter, sent to 12,000 AFC supporters.

#### **CORPORATE NAME EXPOSURE**

- Name and/or logo included on all printed materials, including invitations (7,500+), paid advertising, and event program book.
- Half-page advertisement in the event program book (1,500+).

#### **HOSPITALITY OPPORTUNITIES**

- 6 complimentary Red Ribbon tickets to the event and invitation to the private sponsor reception.
- 6 Red Ribbon lapel pins for your guests.



**Wednesday, December 1, 2010**

- Yes, I would like to be a "ONE SWEET WORLD" PREMIER SPONSOR at \$20,000**
- Yes, I would like to be an "ULTIMATE INDULGENCE" PRESENTING SPONSOR at \$15,000**
- Yes, I would like to be a "SWEET TOOTH" SPONSOR at \$10,000**
- Yes, I would like to be a "DELIGHTFUL DECADENCE" SPONSOR at \$5,000**
- Yes, I would like to be a "CHOCOLATE ECSTASY" SPONSOR at \$1,500**

---

|                |                      |
|----------------|----------------------|
| Name           | Company/Organization |
| Address        |                      |
| City/State/Zip | Day Phone            |
| Evening Phone  | Fax                  |
| Email Address  |                      |

Unfortunately, I cannot be a **sponsor** at this time; however, I would like to support AFC by purchasing:

- Red Ribbon tickets to the event at \$150 per ticket. Individuals who purchase at this level receive a Red Ribbon Lapel Pin and an acknowledgement in the program book.
- General admission tickets to the event at \$75 per ticket.

Unfortunately, I am unable to participate in **World of Chocolate** but would like to make a tax-deductible contribution of \$\_\_\_\_\_.

Enclosed is my check for \$\_\_\_\_\_ payable to the **AIDS Foundation of Chicago** or please charge my contribution to:

- MasterCard       VISA       American Express       Discover

---

|                |            |                 |
|----------------|------------|-----------------|
| Account Number | Expiration | Security Code # |
|----------------|------------|-----------------|

Signature

Please complete this form and fax to AFC at (312) 922-2916 or mail to  
AIDS Foundation of Chicago; 200 W. Jackson, Suite 2200; Chicago, IL 60606.