

# Evening Under the Stars



## 2016 Sponsorship Opportunities

Help us put together the best charity gala of the season

**AIDS assistance**  
PROGRAM  
FOOD SAMARITANS

The Mission of AIDS Assistance Program - Food Samaritans is to provide nutritional support to low income men, women and children living with HIV/AIDS and other chronic illnesses.

## About AIDS Assistance Program

AIDS Assistance Program was founded in Palm Springs, California in the Spring of 1991. At that time a small group of concerned citizens, led by the late Gloria Greene, Jeannette Rockefeller, and Joanna Jakway, provided meals – out of the back of Gloria’s restaurant – to members of the community with low incomes suffering with HIV/AIDS. Since that time, the AIDS Assistance Program’s client roster has grown and we continue to serve the community.

AIDS Assistance Program is managed by a small all-volunteer Board of Directors whose primary purpose is to raise funds for the organization and its food voucher program. This year’s budgeted food voucher expense is expected to exceed \$600,000. 100% of the organization’s operational expenses are generated through a growing private donor base, local business support, some grant funding, and special events such as Evening Under the Stars.

Two employees manage the organization from a small, no-frills office in Palm Springs. All of AAP’s support personnel are drawn from a pool of dedicated and enthusiastic volunteers.

## Client Benefits and How We Do It

Any one-year resident of the greater Palm Springs area living in poverty and diagnosed with HIV/AIDS and other life-threatening illnesses may be qualified to receive AIDS Assistance Program food vouchers. Dependent children are also eligible for dollar amounts equal to those received by their parents. Currently, we distribute food vouchers redeemable at local area Stater Brothers Supermarkets. Our goal is to ensure that our clients can continue to live their lives with dignity and self-respect, and to improve the quality of life of our clients.

AIDS Assistance Program distributes \$100 per month in food vouchers to each client. Vouchers are redeemable for all items except alcohol, tobacco or pet products. Clients may use these vouchers for food, household needs such as toiletries, hygienic products, and other personal items. To curtail any abuse of the program, we re-qualify every client annually to ensure eligibility. We also perform random drug screening to confirm that all clients are abiding by our drug-free policy.

Today, HIV/AIDS is considered a chronic, yet manageable life-long condition, although medical advancements have extended the life spans of those who are living with the disease. Beginning in January 2016, community members suffering with any serious illnesses such as cancer, Multiple Sclerosis, heart or liver disease, and others, may submit an application for participation in AAP’s health-sustaining food voucher program.

AIDS Assistance Program struggles to find the ongoing financial resources to continue the important work that we do. As a grass roots organization, we look to the community (businesses & individuals) for ongoing support.

Your support becomes ever more critical to our success as we continue to help meet the nutritional needs of our clients.



Cyndi Lauper - 2013



Lily Tomlin - 2005



Barry Manilow - 2006



The Ladies formerly of Chic - 2014



Pink Martini - 2008



The First Ladies of Disco - 2014

Belinda Carlisle of The Go-Go's - 2012



The B52's - 2011



Darlene Love - 2015



ABBA by Arrival - 2010

# Evening Under the Stars

## Event Description & Purpose

Evening Under the Stars is AIDS Assistance Program's cornerstone elegant gala fundraiser that annually generates a major portion of the operating budget for our Food Voucher Program for low-income men, women, and children living with HIV/AIDS in the greater Palm Springs area. Evening Under the Stars is a unique, high-energy fundraising event, which *The Desert Sun* newspaper has called "The Jewel of the Desert's fundraising Season." Proceeds from the gala provide funding for our food voucher program's expenses.

## Past Performers

Over the years Evening Under the Stars has featured the talents of a wide variety of entertainers including Nell Carter, Tyne Daly, Melissa Manchester, Jane Oliver, Lorna Luft, Suzanne Somers, Bea Arthur, Barry Manilow, Nancy Wilson, Lily Tomlin and the entire remaining cast of *Laugh-In*, Mary Wilson of The Supremes, Pink Martini, ABBA by Arrival, The B-52's, The Go-Go's, and Cyndi Lauper. In 2014 we made history by assembling on our stage 'The First Ladies of Disco' and in 2015 we featured the amazing Darlene Love.

## Location

This elegant gala is held under the stars at the foot of the San Jacinto Mountains on the green of the exclusive O'Donnell Golf Club in downtown Palm Springs. A cocktail hour, dinner, brief awards presentation, and entertainment all take place alfresco.

## When

The event will take place on Saturday, April 30, 2016.

## Supporters

Evening Under the Stars has grown to become one of the premier events in the Coachella Valley's fundraising/social season. In the past, this event has drawn an audience of more than 1,500 dinner guests. Attendees contribute from \$400 for an individual ticket to \$150,000 for corporate or individual sponsored tables of ten. Corporate sponsors have included: Wells Fargo Bank, Eisenhower Medical Center, The Auen Foundation, Spencer's Restaurant, Lulu California Bistro, Agua Caliente Band of Cahuilla Indians, Walgreens, The Desert Sun, Palm Springs Life Magazine, RR Broadcasting, Desert Oasis Healthcare, Windermere Real Estate Coachella Valley, Baccarat, and more. Please consider being a part of it!



## Twenty Three Years of Love

In 2013, our twentieth annual Evening Under the Stars drew a record crowd, largely due to the popularity of headliner, Cyndi Lauper, who earned 13 Tony nominations for her Broadway show, "Kinky Boots," just days before the event. Cyndi's electrifying performance captivated partygoers, many of whom danced at their tables or on our two large dance floors.

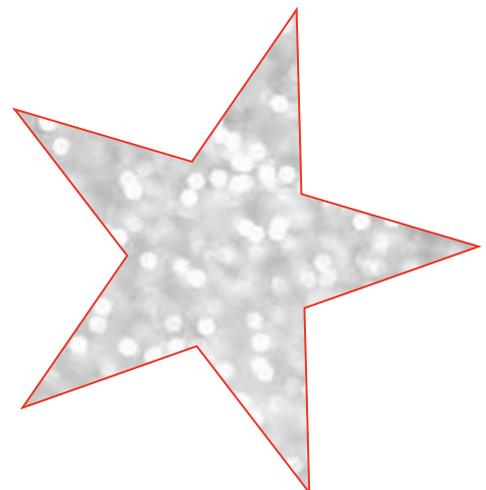
The 2014 gala built on this success, further solidifying Evening Under the Stars' reputation as one of the best and brightest social events of the charity season.

The 21st annual 'Evening Under the Stars' gala in May of 2014 featured a star-studded performance by fabulous female pioneers of the 70's Disco scene: Linda Clifford, France Joli, Evelyn "Champagne" King, Maxine Nightingale, Pamala Stanley, Anita Ward, Martha Wash, and the ladies formerly of Chic: Alfa Anderson, Luci Martin, and Norma Jean. Mid-way through the performance, they were joined by Carmen Moore and Jeannie Tracy, who along with Martha Wash, presented a special tribute to legendary disco star Sylvester. History was made on our stage: It was the first time that such a group had ever been assembled, and it was the first time in 20 years that the ladies formerly of Chic had performed together. We're planning to build on that for 2016.

At AIDS Assistance Program we have a simple mission: providing nutritional support for those in our community with low incomes living with HIV/AIDS. We have an equally simple and very effective philosophy regarding fundraising: We want you to have a great time while supporting our cause.

Please consider becoming a sponsor for our 23rd annual Evening Under the Stars gala. Our sponsorship levels and benefits are explained on the accompanying form, but please know that we're happy to work with you to create a customized sponsorship agreement, such as underwriting the entertainment or dinner expenses.

If you have any questions, please contact Mark Anton, AAP's CEO/Executive Director, at 760-325-8481.





## Sponsorship Levels

*Evening Under the Stars - Saturday, April 30, 2016*

O'Donnell Golf Club, Palm Springs, California

### \$100,000 Presenting Sponsorship\*\*

- Four VIP Section tables (Four tables of ten)
- Invitation for 25 guests to the pre-event VIP cocktail party
- Gala Presenting Sponsorship listing in the event program and recognition from the stage
- Two full-page color ads in Gala program (inside front cover or back cover position plus one additional full page)
- Your logo in all printed materials\*
- Your logo on our Palm Canyon Drive banner
- Your logo on our event billboard
- Prominent logo placement on our web site

### \$50,000 Title Sponsorship\*\*

- Two VIP Section tables (Two tables of ten)
- Invitation for 15 to the pre-event VIP cocktail party
- Gala Title Sponsorship listing in the event program and recognition from the stage
- Full-page color ad in Gala program
- Your logo in all printed materials\* and on our web site

### \$25,000 Supporting Sponsorship

- Preferred table seating for ten
- Invitation for ten to the pre-event VIP cocktail party
- Gala Sponsorship listing in the event program and recognition from the stage
- Full-page color ad in Gala program
- Your logo in all printed materials\* and on our web site

### \$15,000 Sponsorship

- Preferred table seating for ten
- Invitation for six to the pre-event VIP cocktail party
- Gala Sponsorship listing in the event program and recognition from the stage
- Full-page color ad in Gala program
- Your logo in all printed materials\* and on our web site

### \$7,500 Sponsorship

- Preferred table seating for ten
- Invitation for four to the pre-event VIP cocktail party
- Gala Sponsorship listing in the event program and recognition from the stage
- Half-page color ad in Gala program
- Your logo on our web site

### \$5,000 Sponsorship

- Preferred seating for six
- Invitation for two to the pre-event VIP cocktail party
- Gala Sponsorship listing in the event program and recognition from the stage
- Half-page color ad in Gala program
- Your logo on our web site

\* Materials production schedule may preclude late sponsors from enjoying this benefit. Materials production begins September 2015.

\*\* Additional specific benefits may be negotiated

YES, I/We would be privileged to lend my/our support in honor of the great work of AIDS Assistance Program as a sponsor of the 2016 Evening Under the Stars - Saturday, April 30 at the O'Donnell Golf Club. Please include us as Sponsors at the contribution level indicated below.

Enclosed is my check (payable to A.A.P.) in the amount of \$ \_\_\_\_\_

Please charge my VISA/MasterCard/AMEX in the amount of \$ \_\_\_\_\_

Card Number: \_\_\_\_\_ CWV Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

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

Please return to AIDS Assistance Program, P.O. Box 4182, Palm Springs, CA 92263 or fax to 760/325-1893