

AIDS ALABAMA SOUTH



2025

DELTA **RED WALK**
4/5 MOBILE



SPONSORSHIP PROPOSAL

MUNICIPAL (LANGAN) PARK

4901 Zeigler Blvd, Mobile, AL 36608

Saturday, April, 5, 2025, 8:00am-12:30pm

DELTA RED WALK

IS **#1** MOST VISIBLE &
THE **RECOGNIZABLE**

AIDS WALKS

IN SOUTHWEST ALABAMA

DELTA RED WALK 4/5 MOBILE



SPONSORSHIP INFO

LACE-UP YOUR WALKING SHOES FOR DELTA RED WALK MOBILE!

You have the power to heighten awareness, reduce stigma, and raise funds for care services and prevention education in twelve-counties of Southwest Alabama. Organized by AIDS Alabama South and co-hosted with Delta Sigma Theta Sorority, Inc. Delta Red Walk Mobile is a community-wide awareness and fundraising event benefiting AIDS Alabama South. And everyone is welcome to join!

2025 SPONSORSHIP INFORMATION

Delta Red Walk is one of the most visible and recognizable AIDS charity walks in Southwest Alabama. Our sponsors enjoy tremendous exposure within the Delta Red Walk campaign, which generates around 35,000 media impressions that highlight our sponsors and their support of the event and community.

As a **SPONSOR** of Delta Red Walk, you contribute to the fight against HIV and AIDS and play a central role in the success of one of the most respected AIDS fundraising events in Southwest Alabama.

The Delta Red Walk staff will work closely with you and your organization to tailor a vendor package that creatively meets your specific goals.

For more information please contact **Candace Taylor** at candace.taylor@aidsalabama.org Main office: 251-272-8921



Brought to you in party by The Mobile Alumnae Chapter of Delta Sigma Theta Sorority, Inc.
in association with AIDS Alabama South

DELTA RED WALK 4/5 MOBILE



SPONSORSHIP PROPOSAL

IMPACT SPONSOR



\$1,500

Event Advertising:

- Prominent Logo placement on AIDS Alabama South's Delta Red Walk website
- Opportunity to speak during Delta Red Walk event on Saturday, April 5, 2025
- Prominent Logo placement on **all** Delta Red Walk print collateral
- Recognition from the Delta Red Walk stage
- Multiple social media posts on each AIDS Walk social media platforms
- Prominent Logo placement on stage banners
- Vendor Booth
- Logo on all social media videos (Facebook, Instagram, and TikTok)
- Certificate of Appreciation Award
- Logo on T-Shirts (if sponsorship is confirmed early enough)
- Logo on all walk yard signs

PROUD SPONSOR



\$500

- Logo placement on AIDS Alabama South's Delta Red Walk website
- Recognition from the Delta Red Walk stage
- Multiple social media posts on each AIDS Walk social media platforms
- Vendor Booth
- Logo placement on stage banners

ADVOCATE SPONSOR



\$200

- Recognition from the Delta Red Walk stage
- Vendor Booth
- Logo placement on stage banners

STAND
OUT IN
MEDIA

AIDS ALABAMA SOUTH COMBINES IN-KIND ADVERTISING WITH EXTENSIVE PRESS COVERAGE TO PROMOTE EACH EVENT!

DELTA RED WALK ADVERTISING SPONSORS IN 2022 HAD
35,000 MEDIA IMPRESSIONS
WORTH OVER \$8,000 OF ADVERTISING VALUE.

To become a sponsor, please complete:



2025 SPONSORSHIP AGREEMENT

YES!

Is PROUD TO SUPPORT **Delta Red Walk**

IMPACT SPONSOR \$1,500 **PROUD SPONSOR \$500** **ADVOCATE SPONSOR \$200**

Thank you for your support of AIDS Alabama South!
You may keep a copy of this receipt for your tax records. 46-2661900

Contact name and title

Email

Street address

City/State/Zip

Office phone

Fax

Cell phone

Signature

Mail or Email Sponsorship Agreement to:
candace.taylor@aidsalabama.org

251-471-5277

AIDS ALABAMA SOUTH
4321 Downtowner Loop N., Mobile, AL 36609

Make Checks Payable To:
AIDS ALABAMA SOUTH

Mail Checks to:
AIDS ALABAMA SOUTH
Attn: Delta Red Walk
4321 Downtowner Loop
N Mobile, AL 36609