

RAIN



Corporate
Investment

Past and Current Corporate Investors:

- 107.9 The Link
- All the Right Grooves
Professional DJ Services
- Bank of America
- Ballantyne Family Medicine
- Bar 316
- Barefoot Wine & Bubbly
- BigHouse Marketing
- Blue Cross Blue
Shield of North Carolina
- Brixx Woodfired Pizza
- Charlotte Magazine
- Custom On It
- CVS Specialty
- D. Brian Williams, DDS
- JScott Design
- Kiss 95.1 FM
- Law Office of Christopher
Connelly
- Live Events Media Group
- MedExpress Pharmacy
- MillerCoors
- Northwest Family
Physicians, PA
- Novant Health
- Party Reflections
- Power 98 FM
- Quest Diagnostics
- RX Clinic Pharmacy
- Savvy + Co. Real Estate
- Sea of Love, LLC
- Shine Salon
- Synchrony Financial
- Providence Chiropractic
- Shugart Realty Group
- Smoothie King
- Tito's Vodka
- Tyvola Design
- Walgreens
- WCCB Charlotte
- Waldron Law Firm, PLLC
- Wells Fargo
- Yelp Charlotte

On average,
seven new
cases of HIV
are reported each week in
Mecklenburg County.

Mecklenburg
County
has the highest number of
HIV/AIDS cases in
North Carolina.

40% of Americans
living with AIDS reside in the South.

Want to be a part of a nationally recognized organization making a difference in the Charlotte-Mecklenburg region? This packet presents an opportunity for your business or corporation to make a positive impact in the lives of local children, teenagers and adults affected by HIV. Your business will be a part of RAIN's strong online presence, especially on our social media platforms that include Facebook, Twitter and Instagram.

RAIN's 24 year history of compassionate care and community leadership has garnered national media attention and numerous awards from some of the country's largest foundations. We invite you to be a part of our success through a corporate sponsorship opportunity that aligns with the needs of your company.

Thank you for your generous support of RAIN. Please contact our Director of Development and Marketing, Nathan Smith, at n.smith@carolinarain.org or call 704-973-9818 with questions about sponsorship.

Deborah C. Warr
Founder, President & CEO



2016 Client and Community Services

Medical Case Management

183 clients served

Supporting HIV+ men and women 25 years of age and older by assisting with medical case management agencies and medical providers. Case Managers help clients that are challenged with certain aspects of their "Care Plan" such as health care, stable housing, socialization, education, mental health, substance abuse treatment, and medication adherence. Case Managers also provide a support group for adult men and women.

EPY (Empowering Positive Youth)

112 clients served

Offering a comprehensive and holistic approach to serving the HIV positive adolescent population by enhancing the quality of individual and community life and providing services that are consistently available, accessible, and responsive to their needs.

CarePartner / Buddy Program

19 clients served

Groups of volunteers committed to providing social, emotional, spiritual and practical support to RAIN's CarePartners (clients).

Mental Health

45 clients served

Providing individual, couples, family, and group therapy and weekly substance abuse and trauma groups. These mental health programs augment the excellent care that is already provided by RAIN medical case management staff, enhancing the potential that clients will successfully fulfill their personal goals.

Affordable Care Act (ACA)

72 individuals connected

The Affordable Care Act (ACA) is a comprehensive health insurance reform that put consumers back in charge of their health care. Our ACA Advisor has extensive training and assists those living with HIV to navigate the system and to select the appropriate coverage.

Awareness, Education & Prevention

1,380 individuals

RAIN provides to the English and Spanish-speaking communities prevention education and awareness about HIV/AIDS as well as related psychosocial issues related to living with HIV/AIDS, to faith and community groups, young people and clergy.

2016 Volunteer Engagement

Volunteers - Orientation & Training

31 individuals

Volunteers - Client Support

44 individuals

Volunteers - Events & Administration

338 individuals

Mission Statement

To ensure access to quality, personalized care in a nurturing environment for individuals and their families who are living with HIV and associated chronic conditions so they may live healthier fulfilled lives.

Through education and advocacy, RAIN promotes disease prevention, understanding and dignity for those affected by HIV and for those who are at risk.



RAIN is a human services agency that provides a comprehensive range of services to youth, adults and senior adults living with HIV/AIDS and their families. One of the largest HIV nonprofits in the Carolinas providing direct client services, RAIN is widely

recognized for its unique model and expertise in working with persons living with HIV and AIDS.

RAIN educates and advocates for all people living with HIV and to work for a greater understanding of how it affects everyone regardless of race, gender, and sexual orientation. RAIN's services enable individuals to live to their fullest potential and include:

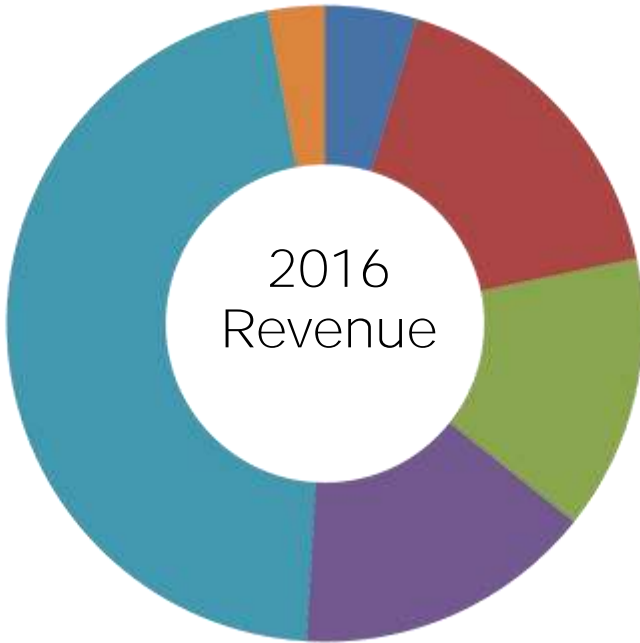
- Trained volunteers to offer social support to HIV+ adults/senior adults
- Patient navigation and health education for the Latino community
- Specialized support groups for HIV+ youth and adults
- Mental health support
- Connecting negative individuals to medication to reduce the risk of contracting HIV (PrEP)
- Navigation of the Affordable Care Act for individuals living with HIV
- Medical case management linking clients with housing, medications, treatment and other resources.

RAIN integrates the wisdom and voices of those infected with HIV in the planning and delivery of services. As a result, they inspire and empower more people to live more fully, open more minds, and help break stigmas of HIV.

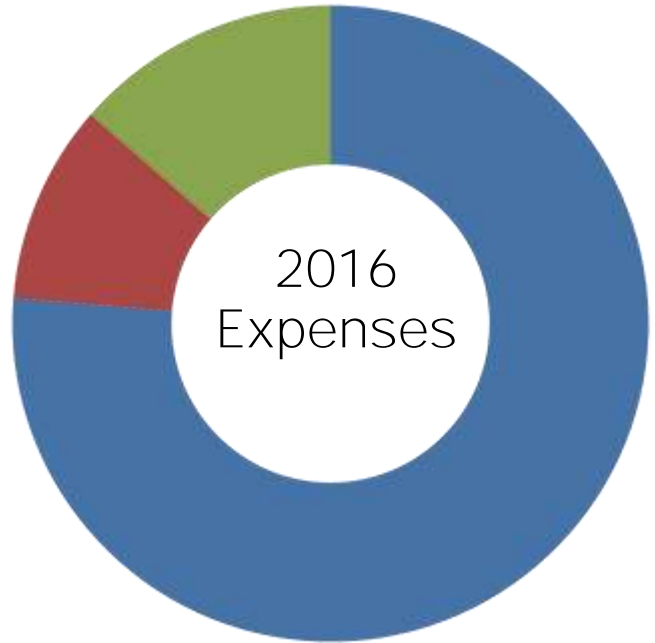
Learn more by visiting www.carolinarain.org.

RAIN is a 501(c)(3) non-profit organization and all gifts are tax-deductible to the extent allowed by law. North Carolina Solicitation License #SL003699

RAIN in Review



- United Way (5%)
- Contributions & Grants (17%)
- Government Grants (14%)
- Special Events (15%)
- 340B Program (46%)
- In-Kind Use of Facilities (3%)



- Program Expenses (76%)
\$1,290,838
- Administrative Expenses (10%)
\$171,542
- Fundraising Expenses (14%)
\$229,993

RAIN maximizes its services to individuals and the community by keeping its administrative and fundraising costs to a minimum. For every dollar received by the agency, 67¢ supports direct services.



“Supporting RAIN is important to me because HIV is still as pressing an issue as it was 30 years ago. I don’t want my children’s children to have to fight this battle, so I fight it for them. RAIN’s programs give me a voice and a platform to be heard and to make a difference.”

Kita Chandler, Volunteer

Corporate Giving Levels

Corporate sponsorship is a valued, year-long partnership. Your company will be an integral part of RAIN's success, while gaining brand recognition and awareness among the thousands that attend RAIN's signature events every year.

All sponsorships can be tailored to meet specific needs and interests.

PRESENTING LEVEL

\$20,000

- Industry exclusivity for RAIN's three signature events (AIDS WALK Charlotte, Gay Bingo Charlotte, and RAIN's World AIDS Day Luncheon)
- Logo prominently placed on all custom t-shirts, gear and printed collateral for all events listed above
- Use of tagline "Presenting Sponsor of XXXX" in your advertising for all signature events
- Large logo prominently displayed on banner at all signature events
- Opportunity to have a premier table (booth space) at AIDS WALK Charlotte and Gay Bingo Charlotte (*to be staffed by your company*)
- Spotlight in two monthly RAIN newsletters
- Static logo on RAIN, AIDS WALK Charlotte, and Gay Bingo Charlotte websites with hyperlink to your website
- One complimentary table (10 tickets) to Gay Bingo Charlotte
- Opportunity to have one piece of collateral placed in all attendee bags at RAIN's Young Professional Mixer - averaging 300 to 400 attendees (*provided by your company*)
- Opportunity to have a representative address the crowd during the morning program of AIDS WALK Charlotte
- Six (6) complimentary invitations to RAIN's World AIDS Day Luncheon
- Preferential team placement on the day of AIDS WALK Charlotte
- RAIN will "Like" your business page on Facebook with an expectation of reciprocity
- At our discretion, we will post links on Facebook and Twitter to sponsors a minimum of once a month; maximum of three times

PLATINUM LEVEL

\$10,000

- Large logo prominently displayed on banner at two of RAIN's signature events (AIDS WALK Charlotte and RAIN's World AIDS Day Luncheon)
- Use of tagline "Platinum Sponsor of XXX" in your advertising for all signature events
- Opportunity to have a table at AIDS WALK Charlotte or Gay Bingo Charlotte (*to be staffed by your company*)
- Spotlight in one monthly RAIN newsletter
- Static logo on RAIN and AIDS WALK Charlotte websites with hyperlink to your website
- Six (6) complimentary tickets to Gay Bingo Charlotte
- Opportunity to have a representative recognize one of the AIDS WALK Charlotte award winners
- Four (4) complimentary invitations to RAIN's World AIDS Day Luncheon
- RAIN will "Like" your business page on Facebook with an expectation of reciprocity
- At our discretion, we will post links on Facebook and Twitter to sponsors a minimum of once a month; maximum of three times

GOLD LEVEL

\$5,000

- Logo displayed on banner at two of RAIN's signature events (AIDS WALK Charlotte and RAIN's World AIDS Day Luncheon)
- Use of tagline "Gold Sponsor of XXX" in your advertising for all signature events
- Opportunity to have a table at AIDS WALK Charlotte (*to be staffed by your company*)
- Static logo on RAIN and AIDS WALK Charlotte websites with hyperlink to your website
- Four (4) complimentary tickets to Gay Bingo Charlotte
- Two (2) complimentary invitations to RAIN's World AIDS Day Luncheon
- RAIN will "Like" your business page on Facebook with an expectation of reciprocity
- At our discretion, we will post links on Facebook and Twitter to sponsors a minimum of once a month; maximum of three times

SILVER LEVEL

\$2,500

- Logo displayed on banner at two of RAIN's signature events (AIDS WALK Charlotte and RAIN's World AIDS Day Luncheon)
- Opportunity to have a table at AIDS WALK Charlotte (*to be staffed by your company*)
- Static logo on RAIN and AIDS WALK Charlotte websites with hyperlink to your website
- Two (2) complimentary tickets to Gay Bingo Charlotte
- RAIN will "Like" your business page on Facebook with an expectation of reciprocity
- At our discretion, we will post links on Facebook and Twitter to sponsors a minimum of once a month; maximum of three times

BRONZE LEVEL

\$1,000

- Static logo on RAIN and AIDS WALK Charlotte websites with hyperlink to your website
- Opportunity to have a table at AIDS WALK Charlotte (to be staffed by your company)
- RAIN will "Like" your business page on Facebook with an expectation of reciprocity

2016 Facebook Statistics

- **Daily Total Impressions: 1,251,542 (average of 3,429 each day)**
The number of impressions seen of any content associated with RAIN's page
- **Daily Total Reach: 728,686 (average of 1,996 each day)**
The number of people who have seen any content associated with RAIN's page (Unique Users)
- **Daily Page Engaged Users: 21,196 (average of 58 each day)**
The number of people who engaged with RAIN's page. Engagement includes any click or story created (Unique Users)
- **Daily New Likes: 705 (average of 2 new like a day)**
The number of new people who have Liked RAIN's page (Unique Users)
- **Daily People Talking About: 9,779 (average 27 each day)**
The number of people sharing stories from RAIN's page (Unique Users)



Facebook.com/RAINCLT
Twitter.com/RAINCLT

Instagram.com/RAINCLT
YouTube.com/user/RAINCLT

AIDS WALK Charlotte

INDIVIDUAL EVENT SPONSORSHIP

All sponsorships can be tailored to meet specific needs and interests.

PRESENTING LEVEL

\$6,000

- Logo prominently placed on all custom t-shirts, gear and printed collateral for AIDS WALK Charlotte
- Use of tagline “Presenting Sponsor of AIDS WALK Charlotte” in your advertising
- Large logo prominently displayed on banner at AIDS WALK Charlotte
- Opportunity to have a premier table (booth space) at AIDS WALK Charlotte (to be staffed by your company)
- Spotlight in two AIDS WALK Charlotte emails
- Static logo on AIDS WALK Charlotte website with hyperlink to your website
- Opportunity to have a representative address the crowd during the morning program of AIDS WALK Charlotte
- Preferential team placement on the day of AIDS WALK Charlotte
- RAIN will “Like” your business page on Facebook with an expectation of reciprocity
- At our discretion, during AIDS WALK Charlotte season (January to May) we will post links on Facebook and Twitter to sponsors a minimum of once a month

PLATINUM LEVEL

\$3,000

- Logo prominently displayed on banner for AIDS WALK Charlotte
- Use of tagline “Platinum Sponsor of AIDS WALK Charlotte” in your advertising
- Opportunity to have a table (booth space) at AIDS WALK Charlotte (to be staffed by your company)
- Spotlight in one AIDS WALK Charlotte email
- Static logo on AIDS WALK Charlotte website with hyperlink to your website
- Opportunity to have a representative recognize one of the AIDS WALK Charlotte award winners
- RAIN will “Like” your business page on Facebook with an expectation of reciprocity
- At our discretion, during AIDS WALK Charlotte season (January to May) we will post links on Facebook and Twitter to sponsors a minimum of once a month; maximum of three times

GOLD LEVEL

\$2,000

- Logo displayed on banner for AIDS WALK Charlotte
- Use of tagline “Gold Sponsor of AIDS WALK Charlotte” in your advertising
- Opportunity to have a table (booth space) at AIDS WALK Charlotte (to be staffed by your company)
- Static logo on AIDS WALK Charlotte website with hyperlink to your website
- RAIN will “Like” your business page on Facebook with an expectation of reciprocity
- At our discretion, during AIDS WALK Charlotte season (January to May) we will post links on Facebook and Twitter to sponsors a minimum of once a month

SILVER LEVEL

\$1,000

- Logo displayed on banner for AIDS WALK Charlotte
- Opportunity to have a table (booth space) at AIDS WALK Charlotte (to be staffed by your company)
- Static logo on AIDS WALK Charlotte website with hyperlink to your website
- RAIN will “Like” your business page on Facebook with an expectation of reciprocity
- At our discretion, during AIDS WALK Charlotte season (January to May) we will post links on Facebook and Twitter to sponsors a minimum of once a month

BRONZE LEVEL

\$500

- Logo displayed on banner for AIDS WALK Charlotte
- Static logo on AIDS WALK Charlotte website with hyperlink to your website
- RAIN will “Like” your business page on Facebook with an expectation of reciprocity



Gay Bingo Charlotte

INDIVIDUAL EVENT SPONSORSHIP

All sponsorships can be tailored to meet specific needs and interests.

PRESENTING SPONSOR

\$5,000

- Industry exclusivity for Gay Bingo Charlotte
- Logo prominently placed on marketing materials/collateral including posters, tickets, programs, flyers, etc.
- You or a representative will have the opportunity to welcome everyone and talk about your business or a short 2-3 minute video played to the 1,700 expected attendees
- Reserved table (10 complimentary tickets) to Gay Bingo Charlotte
- Full page color ad in the souvenir program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- RAIN will “Like” your business page on Facebook and “Follow” your Twitter and Instagram accounts with an expectation of reciprocity
- Social media posts and shout outs on RAIN’s Facebook, Twitter and Instagram

GAME SPONSOR

\$1,750

- You or a representative will have a brief opportunity (1-2 minutes) to talk about your business to the 1,700 expected attendees on stage with Barbara Burning Bush
- You or a representative will call the numbers during your sponsored game
- Special mention in the souvenir program for your sponsored game
- Four (4) complimentary tickets to Gay Bingo Charlotte
(these tickets are not reserved)
- Half page ad connected with your sponsored game in the souvenir program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- RAIN will “Like” your business page on Facebook and “Follow” your Twitter and Instagram accounts with an expectation of reciprocity
- Social media posts and shout outs on RAIN’s Facebook, Twitter and Instagram

TICKET SPONSOR

\$1,500

- Your logo or ad placed on the back of all 1,700 printed Gay Bingo Charlotte tickets
- Two (2) complimentary tickets to Gay Bingo Charlotte
(these tickets are not reserved)
- Quarter page ad in the souvenir program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- RAIN will “Like” your business page on Facebook and “Follow” your Twitter and Instagram accounts with an expectation of reciprocity
- Social media posts and shout outs on RAIN’s Facebook, Twitter and Instagram

DIVA SPONSOR

\$1,000

- A brief description of your business (2-3 sentences) mentioned from the stage during “Who Wants to be a Diva” to the 1,700 expected attendees
- Special mention in the souvenir program for your sponsored game
- Two (2) complimentary tickets to Gay Bingo Charlotte
(these tickets are not reserved)
- Half page ad in the souvenir program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- RAIN will “Like” your business page on Facebook and “Follow” your Twitter and Instagram accounts with an expectation of reciprocity
- Social media posts and shout outs on RAIN’s Facebook, Twitter and Instagram

BVD SPONSOR

\$500

We have challenged our BVDs to fundraise and reach a goal of \$500 each. This can be done by one supporter or several supporters – the choice is up to them. Please help them reach their goal by sponsoring them at the amount you feel comfortable. In return your name or your company’s name will be listed next to their picture, in the souvenir program.

AIDS WALK Charlotte

Logo Placement Statistics

- **12,000 Save the Date Postcards**
- **2,500 Rack Cards (Information Cards)**
- **5,000 Half Page Flyers (English)**
- **500 Half Page Flyers (Spanish)**
- **1,300 Day of Walk T-Shirts**
- **300 Posters**
- **200 Fundraising Walker/Team Captain Toolkits**
- **6 Uptown Kiosk Posters (28" h x 40" w)**
- **15 second PSA (Public Service Announcement) on WCCB Charlotte running two weeks prior to walk - April 24 through May 5**
- **Social Media: Facebook cover image from March to May and event cover image**
- **12,000+ emails per submission from January to May (roughly 30 emails sent during this period)**
- **Visibility in a minimum of 30 community newsletters and email lists**
- **Visibility at a minimum of 15 community booths/tables throughout Charlotte**

These numbers are an estimate and can either increase or decrease (this is an average)

Gay Bingo Charlotte

Logo Placement Statistics

- **1,700+ Souvenir Programs**
- **1,700 Tickets**
- **50+ Posters**
- **6 Uptown Kiosk Posters (28" h x 40" w)**
- **Social Media: Facebook cover image from January to March and event cover image**
- **2,000+ emails each submission from January to March (roughly 10 emails sent during this period)**

These numbers are an estimate and can either increase or decrease (this is an average)

World AIDS Day Luncheon

Logo Placement Statistics

- **400+ Programs**
- **500 Invitations**
- **6 Uptown Kiosk Posters (28”h x 40”w)**
- **Social Media: Facebook cover image from October to December and event cover image**

These numbers are an estimate and can either increase or decrease (this is an average)

On average,
seven new cases of HIV
are reported each week in Mecklenburg County.

2016 WALK Website Statistics

- **A total of 24,699 visits from 16,414 unique visitors spent time on the walk website**
- **Individuals spent an average of 3 minutes on the walk website**
- **Mobile traffic overall delivered 40% of all traffic with 11,512 visits to the walk website**
- **1,624 individuals made a donation on the website with an average gift of \$65.00**
- **Over 4,600 emails were sent out by 1,180 participants**
 - *These individuals registered online and used our emailing system (does not include those that used personal email accounts)*
- **Over 1,300 individuals registered and participated in the walk**
 - *This is a combination of those that registered online and day of*

reporting supplied by BigHouse Marketing & Blackbaud's Luminate Online

WWW.AIDSWALKCHARLOTTE.ORG

**AIDS
WALK
CHARLOTTE**

AIDS WALK Charlotte

www.aidswalkcharlotte.org

AIDS WALK Charlotte is one of the largest HIV awareness and fundraising event in the Carolinas and is a visual representation of our communities' commitment to HIV and AIDS.

Brave and caring individuals walk two-miles through the heart of uptown Charlotte in celebration of the past, present, and an HIV free future.

AIDS WALK Charlotte has hosted keynote speakers such as Greg Louganis, Sophie B. Hawkins, Jeanne White-Ginder, Chelsea Clinton, and County Commissioner Vilma Leake.

Attendance: 1,500 to 2,000 individuals

Location: Gateway Village Promenade | 800 W. Trade Street, Uptown



RAIN

World AIDS Day Luncheon

World AIDS Day Luncheon

www.carolinarain.org/luncheon

World AIDS Day draws people together from around the world in solidarity to pay tribute to the millions of people living with HIV/AIDS, raise awareness of the global impact of HIV/AIDS, and celebrate victories that are allowing more people to live longer and healthier lives. Community leaders will come together to send a message to Charlotte that there is a strong community of compassion fighting this disease and that no one of us is alone.

Attendance: 450 to 600 individuals

Location: Marriott City Center Charlotte | 100 W. Trade Street, Uptown





Gay Bingo Charlotte

www.gaybingocharlotte.org

Gay Bingo is wild, fun, outrageous costumes, song, dance, fabulous prizes and totally unconventional bingo - an unpredictable and exciting night. This event raises money for RAIN and each Gay Bingo event has its own theme, set of special games and rules just for participants!

Since the first event - "Big Hair Bingo" in February 2000 - Bingo attendance has grown from the 100 person maximum at the Great Aunt Stella Center to sellout crowds of 1,700+ people at the Grady Cole Center.

Attendance: 1,400 to 1,700 individuals

Location: Grady Cole Center | 310 N. Kings St, Charlotte



North Carolina in Review

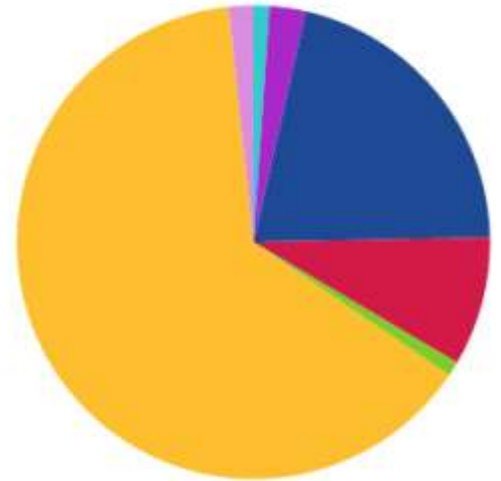
Demographics, 2013

Total Population

9,848,060

State Population by Race/Ethnicity

- American Indian / Alaska Native (1.1%)
- Asian (2.5%)
- Black (21.3%)
- Hispanic / Latino (8.9%)
- Native Hawaiian / Other Pacific Islander (0.1%)
- White (64.4%)
- Multiple Race (1.7%)



Estimated HIV Prevalence Rate Ratios by Race/Ethnicity, 2013



The rate of black males living with an HIV diagnosis is 6.9 times that of white males.



The rate of Hispanic/Latino males living with an HIV diagnosis is 2.2 times that of white males.



The rate of black females living with an HIV diagnosis is 14.4 times that of white females.



The rate of Hispanic/Latina females living with an HIV diagnosis is 3.2 times that of white females.



AIDS Vu is an interactive online map illustrating the prevalence of HIV in the United States. The national, state and local map views on AIDS Vu allow users to visually explore the HIV epidemic alongside critical resources such as HIV testing center locations, HIV treatment center locations, and NIH-Funded

HIV Prevention & Vaccine Trials Sites. The map also lets users filter HIV prevalence data by race/ethnicity, sex and age, and see how HIV prevalence is related to various social determinants of health, such as educational attainment and poverty.

**ASK ME
I CAN HELP**

 #aidswalkclt     