Corporate Investment Packet
Current Investors

5 Points Realty
Actor’s Theatre of Charlotte
All the Right Grooves Professional DJ Services
Ally
Amity Medical Group
Atrium Health
Avita Pharmacy
Bank of America
Belk
Blumenthal Performing Arts
Boingo Graphics
Brixx Wood Fired Pizza
Buff Faye’s Drag Brunch & Diner
Confetti Castle
Corning
D. Brian Williams, DDS
Duke Energy
EY
Gilead Sciences
Janssen Pharmaceutical
JScott Design
The Littlefield Co.
Live Events Media Group
Lowe’s Home Improvement
MAC Cosmetics
Matthews Ballrooms & Events
Mix 107.9
No Label Candle Company
Novant Health
Proper Flower
Rachel Sutherland Communications
Resident Culture Brewing Company
Robertson & Associates
Sea of Love, LLC
Shine Salon
Silver Monkey Images
St. Martin’s Episcopal Church
Synchrony
TIAA
Tito’s Handmade Vodka
Todd Murphy Events
Twirl to the World Foundation
Tytola Design
ViiV Healthcare
Waldron Law Firm, PLLC
Walgreens
WCCB Charlotte
Wells Fargo
The Wine Vault

Social Media Data
As of March 17, 2022 RAIN has:

Facebook: 4,542 followers
Twitter: 2,378 followers
Instagram: 2,220 followers

Follow us on all platforms: @RAINCLT
Over the last 30 years...

RAIN has been at the front lines in the fight against HIV and will continue to do so until our vision of ending HIV in our community is fulfilled. RAIN is a nationally recognized organization serving the Charlotte metro area through our 11 core services and programs.

We hope that you will join our fight by becoming a corporate investor and help RAIN empower persons living with HIV and those at risk to be healthy and stigma free. Your investment will make a true and lasting impact on local teenagers, young adults and adults living with HIV and those at risk. Your business will be a part of RAIN’s dynamic online presence, especially on our social media platforms that include Facebook, Instagram and Twitter.

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 taking the time to review this packet and please contact me directly at n.smith@carolinarain.org or 704-973-9818 with questions about sponsorship.

Nathan B. Smith
Vice President, Philanthropy
**MEDICAL CASE MANAGEMENT**

106 clients served  
Hispanic / Latino ethnicity: 24

Assisting adults living with HIV (ages 25 and older) in obtaining community resources necessary for maintaining good health and eliminating barriers to effective treatment.

**EMPOWERING POSITIVE YOUTH (EPY)**

68 clients served  
Hispanic / Latino ethnicity: 10

Providing compassionate care to youth living with HIV (ages 13 to 24) with peer counseling, referrals to support services, medical case management, education on HIV/STI prevention and support in learning to live with HIV.

**EARLY INTERVENTION SERVICES (EIS)**

116 clients served  
Hispanic / Latino ethnicity: 21

Locating Individuals living with HIV who have fallen out of care and re-engaging them in health care and supportive services.

**HEALTH INSURANCE ENROLLMENT**

280 individuals enrolled  
Hispanic / Latino ethnicity: 28

Assisting eligible individuals in successfully navigating the health insurance options to meet their unique medical needs. Also providing financial assistance for premiums and other out of pocket costs for those living with HIV.

**PrEP PROGRAM**

94 clients served  
Hispanic / Latino ethnicity: 27

Connecting HIV negative people to a prescribing physician to obtain medication and implementing risk reduction techniques to reduce the risk of exposure to HIV. PrEP (Pre-Exposure Prophylaxis) is a biomedical HIV prevention strategy for HIV negative people that reduces the risk of contracting the virus.

**COUNSELING SERVICES**

52 clients served  
Hispanic / Latino ethnicity: 6

Providing on-site and virtual mental health support to clients as they work through issues related to a HIV diagnosis, anxiety, depression, trauma and substance abuse.

**HIV/STI TESTING**

383 individuals tested

Offering free and confidential testing through community events, by appointment and Wednesday evenings in our Uptown office (5 to 7 PM) in partnership with the Health Department.

Our outreach team performed **147 HIV tests** and everyone tested was referred for follow up interventions depending on their individual needs. Through our partnership with the Mecklenburg County Health Department, we provided office space for them to perform HIV/STI tests for an additional 236 people for a total of **383**. This partnership allows easy access for people working in the uptown area as well as the community’s homeless population.
RAIN is one of the largest HIV nonprofits in the Carolinas providing direct client services and is widely recognized for its unique model and expertise in working with persons living with HIV. RAIN has received a number of national and state awards for accomplishments and innovative practices. RAIN integrates the wisdom and voices of those living with HIV in the planning and delivery of services. Their work inspires and empowers more people to live, opens more minds, and helps break HIV stigma.

RAIN educates about HIV and advocates for greater understanding of how HIV affects everyone regardless of race, gender, and sexual orientation. RAIN enables people living with HIV to live to their fullest potential. To learn more and become involved, please visit www.caroinarain.org.

- Medical Case Management *
- EPY (Empowering Positive Youth) *
- Early Intervention Services (EIS) *
- PrEP Program *
- Counseling Services *
- Health Insurance Assistance *
- HIV/STI Testing *
- Awareness & Prevention Education *
- Research Studies
- CREW (Community Resources for Empowerment & Wellness)
- Youth & Adult Support Groups

* Service provided in Spanish
RAIN in Review
Financial Data

2021 Revenue
- United Way: .........................1%
- Contributions & Grants: ..........11%
- Government Grants: ...............17%
- Special Events: ......................4%
- 340B Program: ......................65%
- In-Kind & Other Income: ..........2%

RAIN maximizes its services to individuals and the community by keeping administrative and fundraising costs to a minimum.

For every dollar received, 91¢ goes to direct services.

2021 Expenses
- Program Expenses ..................91%
- Administrative Expenses ..........2%
- Fundraising Expenses .............7%
RAIN’s corporate investment program is a year-long partnership – no matter when you join. Your company is an integral part of RAIN’s success, while gaining brand recognition and awareness among the thousands that attend RAIN’s fundraising events every year.

Corporate Investment Levels

All sponsorships can be tailored to meet specific needs and interests.
<table>
<thead>
<tr>
<th>Benefit</th>
<th>Details</th>
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<tbody>
<tr>
<td>Use of tagline “Presenting Sponsor of XXX” in your advertising for RAIN’s signature fundraising events (AIDS WALK Charlotte, Gay Bingo Charlotte and the World AIDS Day Luncheon)</td>
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<tr>
<td>Logo prominently placed on all marketing materials that include shirts, printed/online advertisements and other marketing collateral for all events listed above</td>
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<td>Large logo scrolling on screens in ballroom the World AIDS Day Luncheon</td>
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<td>Opportunity to record a short video (3 minutes max) from a representative of your business/company that will be posted on RAIN’s Instagram and Facebook pages and stories</td>
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<td>Opportunity to have a premier table/booth space at all events listed above (to be staffed by your company)</td>
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<td>Opportunity to have one branded item placed on the tables at Gay Bingo Charlotte and the World AIDS Day Luncheon (provided by your business)</td>
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<td>Up to fourteen (14) day of walk t-shirts for your team (no matter of fundraising status)</td>
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<td>Opportunity for you or a representative to address guests at all events listed above (or a short 90 second video at Gay Bingo Charlotte and World AIDS Day Luncheon)</td>
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<td>Opportunity to host an AIDS WALK Charlotte lunch and learn in person or via Zoom</td>
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<td>AIDS WALK Charlotte team support that includes setting up your team and registering your team members</td>
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<td>VIP reserved table (10 tickets/seats) to Gay Bingo Charlotte</td>
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<td>Ten (10) drink tickets for the table at Gay Bingo Charlotte</td>
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<td>One complimentary table (10 seats) at the World AIDS Day Luncheon</td>
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<td>Two (2) free parking passes for Gay Bingo Charlotte and the World AIDS Day Luncheon</td>
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Platinum Sponsor $10,000

- Logo prominently displayed on sponsor signage at RAIN’s signature fundraising events (AIDS WALK Charlotte, Gay Bingo Charlotte and the World AIDS Day Luncheon)
- Use of tagline “Platinum Sponsor of XXXX” in your advertising for AIDS WALK Charlotte and the World AIDS Day Luncheon
- Static logo on RAIN, AIDS WALK Charlotte, Gay Bingo Charlotte and World AIDS Day Luncheon websites with hyperlink to your website
- Opportunity to record a short video (1 minute max) from a representative of your business/company that will be posted on RAIN’s Instagram and Facebook pages and stories
- Opportunity to host a matching gift/challenge gift day to encourage individuals to donate to AIDS WALK Charlotte
  - Branded with your company’s logo on all promotions for day of and leading up to day (example: Company A is matching every gift made on April 23, up to $2,500)
- Opportunity to have a table/booth space at AIDS WALK Charlotte and the World AIDS Day Luncheon (to be staffed by your company)
- “Featured Sponsor of the Month” designation in one RAIN e-newsletter
- “Featured Sponsor of the Week” designation in e-communications for AIDS WALK Charlotte
- Half page black and white ad (8.5” W x 5.5” L) in the official Gay Bingo Charlotte program
- Up to eight (8) day of walk t-shirts for your team (no matter of fundraising status)
- AIDS WALK Charlotte team support that includes setting up your team and registering your team members
- Six (6) reserved tickets to Gay Bingo Charlotte
- One complimentary table (10 seats) at the World AIDS Day Luncheon
- Diva Sponsorship for Gay Bingo Charlotte
  - A brief description of your business (2-3 sentences) read from the stage during “Who Wants to be a Diva” to the 1,500 expected attendees and volunteers
  - Your company’s name connected to one of the volunteers participating in “Who Wants to be a Diva” - example: Miss Resident Culture Brewing - and used to encourage attendees to tip them
- One (1) parking pass to the World AIDS Day Luncheon
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram
- Use of event photos for your promotional use
Gold Sponsor $5,000

- Logo displayed on sponsor signage at two of RAIN’s signature fundraising events (AIDS WALK Charlotte and the World AIDS Day Luncheon)
- Use of tagline “Gold Sponsor of XXXX” in your advertising for AIDS WALK Charlotte and the World AIDS Day Luncheon
- Static logo on RAIN, AIDS WALK Charlotte and World AIDS Day Luncheon websites with hyperlink to your website
- Opportunity to record a short video (30 seconds max) from a representative of your business/company that will be posted on RAIN’s Instagram and Facebook pages and stories
- Opportunity to host a matching gift/challenge gift day to encourage individuals to donate to AIDS WALK Charlotte

  - Branded with your company’s logo on all promotions for day of and leading up to day (example: Company A is matching every gift made today, up to $1,000)
- Opportunity to have a table/booth space at AIDS WALK Charlotte and the World AIDS Day Luncheon (to be staffed by your company)
- “Featured Sponsor of the Week” designation in e-communications for AIDS WALK Charlotte
- Half page black and white ad (8.5” W x 5.5” L) in the official Gay Bingo Charlotte program
- AIDS WALK Charlotte team support that includes setting up your team and registering your team members
- Up to six (6) day of walk t-shirts for your team (no matter of fundraising status)
- Four (4) complimentary tickets to Gay Bingo Charlotte
- Five (5) complimentary seats to the World AIDS Day Luncheon
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram
- Use of event photos for your promotional use
Silver Sponsor $2,500

- Logo displayed on sponsor signage RAIN’s signature fundraising events (AIDS WALK Charlotte, Gay Bingo Charlotte and the World AIDS Day Luncheon)
- Static logo on RAIN, AIDS WALK Charlotte, Gay Bingo Charlotte and World AIDS Day Luncheon websites with hyperlink to your website
- “Featured Sponsor of the Week” designation in e-communications for AIDS WALK Charlotte
- Half page black and white ad (8.5” W x 5.5” L) in the official Gay Bingo Charlotte program
- Opportunity to record a short video (30 seconds max) from a representative of your business/company that will be posted on RAIN’s Instagram and Facebook pages and stories
- Up to four (4) day of walk t-shirts for your team (no matter of fundraising status)
- AIDS WALK Charlotte team support that includes setting up your team and registering your team members
- Two (2) complimentary tickets to Gay Bingo Charlotte
- Community Sponsorship for Gay Bingo Charlotte
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram

Bronze Sponsor $1,000

- Logo displayed on sponsor signage at two of RAIN’s signature fundraising events (AIDS WALK Charlotte and the World AIDS Day Luncheon)
- Opportunity to record a short video (15 seconds) from a representative of your business/company that will be posted on RAIN’s Instagram and Facebook pages and stories
- Static logo on RAIN, AIDS WALK Charlotte and World AIDS Day Luncheon websites with hyperlink to your website
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram
AIDS WALK Charlotte, the largest HIV fundraising walk in the Carolinas, has raised $3.1 million since 1997 to support people living with HIV and those at risk. Every dollar raised stays in Charlotte to provide funds for services and programs RAIN provides to our community.

AIDS WALK Charlotte is a family affair (kids and pets welcomed) and open to all who want to participate. The walk is usually around two miles long and takes the average person around 30 minutes to complete.
AIDS Walk Sponsorship Levels

Presenting Sponsor $5,000

- Static logo on AIDS WALK Charlotte website with hyperlink to your website
- Logo prominently placed on:
  - Walk shirts
  - Print and online advertisements
  - Printed collateral including posters, brochures, flyers, toolkits, etc.
  - All e-communications
- Opportunity to host a matching gift/challenge gift day to encourage individuals to donate to AIDS WALK Charlotte
  - Branded with your company’s logo on all promotions for day of and leading up to day
    (Company A is matching the first 100 $50 gifts made on April 1, up to $5,000)
- Opportunity to record a short video (biggest impact is 60 seconds or less) from a representative of your business/company that will be posted on RAIN’s Instagram and Facebook pages and stories
- Opportunity to have a premier table/booth space (to be staffed by your company) at our community gallery on the day of the walk
- Opportunity to have RAIN host a virtual or in person lunch and learn for employees
- “Featured Sponsor of the Week” designation in our e-communications
- Up to fourteen (14) day of walk t-shirts for your team (no matter of fundraising status)
- Use of tagline “Presenting Sponsor of AIDS WALK Charlotte” in your advertising
- Use of event photos for your promotional use
- Invitation to attend RAIN’s annual donor thank you celebration event
- RAIN will "Like" and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions, custom messaging and boosts on RAIN’s Facebook, Twitter and Instagram
- One hashtag of your choosing (example: #companytag) that will be included on all social media posts
- Additional benefits as requested
### Platinum Sponsor $2,500

- Logo prominently displayed on day of walk sponsor banners
- Opportunity to have a table/booth space (to be staffed by your company)
- “Featured Sponsor of the Week” designation in our e-communications
- Static logo on AIDS WALK Charlotte website with hyperlink to your website
- Opportunity to have a representative recognize one of awardees during the morning program
- Opportunity to record a short video (45 seconds max) from a representative of your business/company that will be posted on RAIN’s Instagram and Facebook pages and stories
- Use of tagline “Platinum Sponsor of AIDS WALK Charlotte” in your advertising
- Opportunity to host a matching gift/challenge gift day to encourage individuals to donate to AIDS WALK Charlotte
  - Branded with your company’s logo on all promotions for day of and leading up to day
    (example: *Company A* is matching the first 100 $25 gifts made on April 23, up to $2,500)
- Opportunity to host a virtual lunch and learn via Zoom for up to 100 people
- Up to eight (8) day of walk t-shirts for your team (no matter of fundraising status)
- Team support that includes setting up your team and registering your team members
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram
Gold Sponsor $1,000

- Logo displayed on day of walk sponsor banners
- Use of tagline “Gold Sponsor of AIDS WALK Charlotte” in your advertising
- Opportunity to have a table/booth space (to be staffed by your company)
- Opportunity to record a short video (30 seconds max) from a representative of your business/company that will be posted on RAIN’s Instagram and Facebook pages and stories
- Opportunity to host a matching gift/challenge gift day to encourage individuals to donate to AIDS WALK Charlotte
  - Branded with your company’s logo on all promotions for day of and leading up to day
    (example: Company A is matching the first 100 $10 gifts made today, up to $1,000)
- Static logo on AIDS WALK Charlotte website with hyperlink to your website
- Team support that includes setting up your team and registering your team members
- Up to six (6) day of walk t-shirts for your team (no matter of fundraising status)
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram

Silver Sponsor $500

- Logo displayed on day of walk sponsor banners
- Static logo on AIDS WALK Charlotte website with hyperlink to your website
- Up to four (4) day of walk t-shirts for your team (no matter of fundraising status)
- Team support that includes setting up your team and registering your team members
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram

Bronze Sponsor $250

- Logo displayed on day of walk sponsor banners
- Static logo on AIDS WALK Charlotte website with hyperlink to your website
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram accounts
- Social media mentions on RAIN’s Facebook, Twitter and Instagram accounts
A wild, fun, outrageous and unpredictable evening of laughs, crazy costumes, dance routines, wacky entertainment, great music and a little bingo! Each year has its own theme and set of special games/rules - this is not a game of chance and no money or prizes can be won from getting an official bingo.

Since the first event - “Big Hair Bingo” - in February 2000, Bingo attendance has grown from 100 people at the Great Aunt Stella Center to sellout crowds of 1,400+ at the Charlotte Convention Center. Gay Bingo Charlotte has raised over $1.5 million to support people living with HIV and at risk in the Charlotte metro area.

Our motto is “A straight line never wins at Gay Bingo, but our straight friends are always welcome.”
Gay Bingo Sponsorship Levels

Presenting Sponsor $5,000

• Logo prominently placed on marketing materials/collateral including posters, programs, flyers, etc.
• Static logo on Gay Bingo Charlotte website with hyperlink to your website
• You or a representative will have the opportunity to welcome everyone and talk about your business on stage or a short 1-2 minute video played to the 1,500 expected attendees and volunteers
• VIP reserved table (10 tickets/seats) to Gay Bingo Charlotte
• Ten (10) drink tickets for the table
• Two (2) free parking passes
• Full page color ad (8.5” W x 11” L) in the official program
• Opportunity to have one piece of branded collateral placed on all tables (supplied by your business)
• Opportunity to have a table/booth space (to be staffed by your company) during the BVD Reception prior to the start of Gay Bingo Charlotte
• Invitation to attend RAIN’s donor thank you celebration event
• RAIN will "Like" and “Follow” your business pages on Facebook, Twitter and Instagram
• Social media mentions, custom messaging and boosts on RAIN’s Facebook, Twitter and Instagram
• One hashtag (example: #companytag) that will be included on all social media posts
• Use of event photos for your promotional use
• Additional benefits as requested
Industry exclusivity as a Reception Sponsor for Gay Bingo Charlotte
Opportunity to have a table/booth space (to be staffed by your company) during the Reception prior to the start of Gay Bingo Charlotte
Signage and sponsor banners throughout the reception area—up to four (4) banners
Maximum of two (2) Reception Sponsors
Special mention in the official program as a Reception Sponsor
Six (6) reserved tickets to Gay Bingo Charlotte
Full page black and white ad (8.5” W x 11” L) in the official program
Opportunity to have one piece of branded collateral placed on all tables (supplied by your business)
Static logo on Gay Bingo Charlotte website with hyperlink to your website
Invitation to attend RAIN’s donor thank you celebration event
RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
Social media mentions on RAIN’s Facebook, Twitter and Instagram
Use of event photos for your promotional use

Logo on all wristbands worn by 1,500 expected attendees and volunteers (required for everyone attending Gay Bingo Charlotte)
Maximum of one (1) Wristband Sponsor
Four (4) reserved tickets to Gay Bingo Charlotte
Half page black and white ad (8.5” W x 5.5” L) in the official program
Special mention in the official program as the Wristband Sponsor
Static logo on Gay Bingo Charlotte website with hyperlink to your website
Invitation to attend RAIN’s donor thank you celebration event
RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
Social media mentions on RAIN’s Facebook, Twitter and Instagram
**Gayme Sponsor $1,750**

- You or a representative will have a brief opportunity (1-2 minutes) to talk about your business to the 1,500 expected attendees and volunteers on stage with Mimosa LaBouche (event emcee)
- You or a representative will call the numbers during your sponsored game
- Maximum of eight (8) Game Sponsors
- Four (4) reserved tickets to Gay Bingo Charlotte
- Half page black and white ad (8.5” W x 5.5” L) in the official program (with your game) – which will be connected to your sponsored game card
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- Opportunity to have one piece of collateral placed on all tables (supplied by your business)
- Special mention in the official program as a Game Sponsor
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram
- Use of event photos for your promotional use

**Ticket Sponsor $1,500**

- Your logo or ad placed on all electronic Gay Bingo Charlotte tickets (1,400 being sold)
- Maximum of one (1) Ticket Sponsor
- Four (4) reserved tickets to Gay Bingo Charlotte
- Full page black and white ad (8.5” wide x 5.5” tall) in the official program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- Special mention in the official program as the Ticket Sponsor
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram
Your business can donate items like gift baskets, gift cards, passes, merchandise, tickets, etc. to be a part of our raffle prize packs that will be given out during the night. This is one of our most popular parts of the evening (nothing can beat men in dresses though) and by donating, you gain exposure to our 1,500 attendees and volunteers. Don’t stop at one donation, give several items to be raffled off and each time your item comes up, your business is mentioned.

**Diva Sponsor $1,000**

- A brief description of your business (2-3 sentences) read from the stage during “Who Wants to be a Diva” to the 1,500 expected attendees and volunteers
- Your company’s name connected to one of the volunteers participating in “Who Wants to be a Diva” - example: Miss Resident Culture Brewing - and used to encourage attendees to tip them
- Special mention in the official program as a Diva Sponsor
- Two (2) complimentary tickets to Gay Bingo Charlotte
- Half page black and white ad (8.5” W x 5.5” L) in the official program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram
- Use of event photos for your promotional use

**Community Sponsor $300**

- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- Special mention in the official program as a Community Sponsor
- Two (2) complimentary tickets to Gay Bingo Charlotte
- Half page black and white ad (8.5” W x 5.5” L) in the official program
- Invitation to attend RAIN’s donor thank you celebration event

**Raffle Sponsor**

Your business can donate items like gift baskets, gift cards, passes, merchandise, tickets, etc. to be a part of our raffle prize packs that will be given out during the night. This is one of our most popular parts of the evening (nothing can beat men in dresses though) and by donating, you gain exposure to our 1,500 attendees and volunteers. Don’t stop at one donation, give several items to be raffled off and each time your item comes up, your business is mentioned.
The World AIDS Day Luncheon showcases companies, organizations and individuals who are dedicated to RAIN and interested in seeing the end of HIV in our community.

This event is the “see and be seen” affair where you can show commitment to the diversity and inclusion that is needed to move Charlotte forward in this area.
Luncheon Sponsorship Levels

**Presenting Sponsor $7,500**

- Logo prominently displayed in event program and on sponsor signage
- Logo scrolling on screens in ballroom as Luncheon Presenting Sponsor prior to the event
- You or a representative have the opportunity to speak at the event (1 minute)
- Two (2) complimentary tables to the World AIDS Day Luncheon
- Opportunity to have one piece of branded collateral placed on all tables (supplied by your business)
- Two (2) valet parking passes to the World AIDS Day Luncheon
- Opportunity to have a table/booth space at the World AIDS Day Luncheon (to be staffed by your company)
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions, custom messaging and boosts on RAIN’s Facebook, Twitter and Instagram
- One hashtag of your choosing (example: #CompanyA) that will be included on all social media posts
- Use of event photos for your promotional use
- Additional benefits as requested

**Platinum Sponsor $5,000**

- Logo displayed in event program and on sponsor signage
- Logo scrolling on screens in ballroom as a Platinum sponsor prior of the event
- One (1) complimentary table at the World AIDS Day Luncheon
- One (1) valet parking pass to the World AIDS Day Luncheon
- Opportunity to have a table/booth space at the World AIDS Day Luncheon (to be staffed by your company)
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram
- Use of event photos for your promotional use
Gold Sponsor $3,000

- Logo displayed in event program
- Logo scrolling on screens in ballroom as a Gold Sponsor prior to the event
- Special mention from the podium at the event
- Opportunity to have a table/booth space at the World AIDS Day Luncheon (to be staffed by your company)
- Five (5) complimentary seats at the World AIDS Day Luncheon
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram
- Use of event photos for your promotional use

Silver Sponsor $1,250

- Logo displayed in event program
- Logo scrolling on screens in ballroom as a Silver Sponsor prior to the event
- Five (5) complimentary seats at the World AIDS Day Luncheon
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram

Pharmaceutical Sponsor $1,000

- Logo displayed in event program
- Logo scrolling on screens in ballroom as a Pharmaceutical Sponsor prior to the event
- Two (2) complimentary seats at the World AIDS Day Luncheon
- Invitation to attend RAIN’s donor thank you celebration event
- RAIN will “Like” and “Follow” your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN’s Facebook, Twitter and Instagram

Individual Table Sponsor $500

- One complimentary table at the World AIDS Day Luncheon
- Name listed in event program
- Name on table
- Invitation to attend RAIN’s donor thank you celebration event
Leadership Team

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TIAA

Kimberly Owens  
Nuveen

Frankie Simmons, MD  
Atrium Health

Mia Thompson  
Synchrony
HIV Statistics

In 2019, 270 people were newly diagnosed with HIV.*

On average, six new cases are reported each week.*

The rate of Black females living with an HIV diagnosis is 15.8 times that of White females.*

The rate of Hispanic/Latina females living with an HIV diagnosis is 3.7 times that of White females.*

In 2019, 82.3% of people living with HIV received HIV care (an increase of 2% from 2018).*

The rate of Hispanic/Latino males living with an HIV diagnosis is 2.0 times that of White males.*

In 2019, 36,720 people were newly diagnosed with HIV in the United States.

The rate of Black male living with an HIV diagnosis is 6.5 times that of White males.*

Information courtesy of AIDSVu.org

*In Mecklenburg County