



sponsorships



Live Fully. With or without HIV.





Live Fully. With or without HIV.

Since 1992, RAIN has been a trusted leader in the fight against HIV in the Charlotte metropolitan area, working toward a future where HIV is no longer a reality in our community. We are known for innovative, client-centered programs that deliver real outcomes and meet people where they are, with compassion, dignity, and care.

Your sponsorship helps make that work possible.

With your support, RAIN can continue empowering individuals living with HIV and those at risk by expanding access to services, promoting lifelong health, and reducing the stigma that still impacts too many lives. When you invest in RAIN, you're creating meaningful, lasting change for local teenagers, young adults, and adults across the Charlotte region.

As a sponsor, your business will also receive valuable visibility through RAIN's active and growing digital presence, including Facebook, Instagram, LinkedIn, and TikTok.

We would be honored to partner with you. Inside this packet, you'll find sponsorship opportunities designed to align with your goals while directly supporting RAIN's mission and the people we serve.

Thank you for considering this opportunity and for standing with our community. If you have any questions or would like to discuss sponsorship options, please contact me directly at n.smith@carolinarain.org or 704-973-9818.



Nathan B. Smith

Vice President, Philanthropy



@RAINCLT





RAIN is a nonprofit organization dedicated to improving the lives of individuals and families affected by HIV in the Charlotte metropolitan area. Since 1992, we have provided comprehensive HIV services with integrity, compassion, and a deep commitment to quality outcomes.

We serve a diverse community, from youth as young as 13 to adults living with HIV or at risk. Beyond direct services, RAIN works to reduce HIV stigma through education and advocacy, empowering clients to recognize and challenge stigma whenever it appears.

about RAIN

Our programs are designed to be accessible and inclusive. Services are available both in person and via telehealth and offered in English and Spanish to meet the needs of our community.

At RAIN, advocacy has no boundaries. We stand with all people living with HIV, regardless of race, gender, sexual orientation, immigration status, or background. Our work is about more than services, it's about dignity, equity, and empowering people to live fully.

We are not just an organization. We are a network of care, working together to build a healthier, more inclusive future for Charlotte.





Medical Case Management

Helps adults living with HIV (25+) access healthcare and community resources while removing barriers to treatment.



Empowering Positive Youth

Compassionate support for youth living with HIV (13–24), including peer support, mentoring, referrals, education, and case management.



Early Intervention Services

Reconnects individuals who are newly diagnosed or out of care to treatment and support, with a focus on reducing barriers to viral suppression.

services



PrEP Program

Connects HIV-negative individuals to PrEP providers and prevention education to reduce the risk of HIV exposure.



Counseling Services

Onsite and virtual mental health support for clients navigating HIV diagnosis, anxiety, depression, trauma, substance use, and life stressors.



Health Insurance Assistance

Helps clients understand and enroll in coverage and provides financial assistance with premiums and out-of-pocket costs for eligible individuals living with HIV.



HIV/STI Testing

Free, confidential testing available in the community and at RAIN's Uptown office and drop-in center (walk-in or appointment, no insurance required).



The Drop

A safe, welcoming space for young men of color who have sex with men, offering HIV education, prevention services, and essential support.



The Havens

Safe, affordable housing access for individuals experiencing homelessness who are living with HIV or other disabilities.



Mobile Testing Unit

Free, confidential community-based HIV/STI testing with linkage to care and support services provided during testing encounters.



EASE

(Enhancing wellness through Affirming Services and Education)

A holistic wellness program using harm reduction, one-on-one counseling, group support, and substance use treatment to help clients prepare for care and long-term health.



Awareness & Prevention Education

Free community education programs, presentations, and outreach to promote HIV/STI prevention and reduce stigma.



Support Groups

Separate support groups for individuals living with HIV, including a young adult group (closed), an adult group (open), and a Latine community group.

**All services are provided
in both English and Spanish.**





sponsorships

Sponsorship at a Glance

Partner with RAIN and support HIV services, education, and stigma reduction in the Charlotte region. Sponsorship provides meaningful community impact and brand visibility through RAIN's signature events and digital outreach.

Premier Sponsorship Opportunity

Premier Presenting Sponsor, a \$20,000 investment, gets you top recognition across all signature events: AIDS WALK Charlotte, Gay Bingo Charlotte, World AIDS Day Luncheon, and the Generosity Gathering. It includes year-round marketing visibility, priority booth placement, VIP experiences and sponsor video promotion.

sponsorships

aids walk

Level	Investment	Key Benefits
Presenting	\$5,000	Top logo placement (shirts/signage/ads) Priority booth placement Match Days participation
Platinum	\$2,500	Logo + signage Booth placement Sponsor video (45 sec)
Gold	\$1,000	Booth placement Sponsor video (30 sec) Team support + shirts
Silver	\$500	Logo + signage Up to 4 event t-shirts Social media mentions
Bronze	\$250	Logo + signage Social media mentions

All AIDS WALK Charlotte sponsorships include recognition on the event website and RAIN's Sponsors page.



Questions or Custom Sponsorships?

RAIN is happy to customize sponsorship opportunities to align with your business goals.

Contact:

Nathan B. Smith, Vice President, Philanthropy

n.smith@carolinarain.org

704-973-9818

sponsorships

gay bingo

Level	Investment	Key Benefits
Presenting	\$6,000	VIP table for 10 Stage recognition/video Full-page color program ad
Reception	\$3,000	Industry exclusivity Priority booth placement Full-page program ad
Wristband	\$2,000	Logo on 1,400+ wristbands Full-page program ad Event screen recognition
Gayme	\$1,750	Sponsor a gayme + stage moment Program ad tied to gayme Screen recognition
Diva	\$1,000	On-stage recognition during Diva segment Program ad Screen recognition
Community	\$300	2 tickets Program recognition + ad



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RAIN is happy to customize sponsorship opportunities to align with your business goals.

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sponsorships

World AIDS Day luncheon

Level	Investment	Key Benefits
Presenting	\$5,000	Table for 10 Program + signage recognition Sponsor remarks (1 minute)
Platinum	\$2,500	8 seats Podium recognition Booth placement during networking
Gold	\$1,500	6 seats Booth placement Program recognition
Silver	\$1,000	4 seats Booth placement Program recognition
Individual	\$500	Table for 10 Name listed as Table Host (individuals only)



Questions or Custom Sponsorships?

RAIN is happy to customize sponsorship opportunities to align with your business goals.

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Nathan B. Smith, Vice President, Philanthropy

n.smith@carolinarain.org

704-973-9818

Premiere Presenting



As a Premier Presenting Sponsor, your business receives the highest level of recognition across all of RAIN's signature events, including AIDS WALK Charlotte, Gay Bingo Charlotte, the World AIDS Day Luncheon, and the Generosity Gathering. This premier partnership delivers year-round visibility through multi-event marketing, event-day recognition, and prominent logo placement across digital and print materials. In addition to top-tier branding, Premier Presenting Sponsors receive meaningful engagement opportunities including priority booth placement, sponsor video promotion, employee education or recruitment events hosted by RAIN, and VIP guest experiences at each event. This sponsorship represents a powerful investment in RAIN's mission and a highly visible commitment to health, advocacy, and a stigma-free community.

Premier Presenting Sponsor: \$20,000

- Premier Presenting Sponsor for all of RAIN's signature events: AIDS WALK Charlotte, Gay Bingo Charlotte, World AIDS Day Luncheon, and the Generosity Gathering (donor and volunteer appreciation event, hosted biennially)
- Static logo and hyperlink on the AIDS WALK Charlotte, Gay Bingo Charlotte, and World AIDS Day Luncheon websites as a Premier Presenting Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo prominently placed across signature event marketing and materials, including:
 - Print and digital advertisements for all signature events
 - Event e-communications for all signature events
 - AIDS WALK Charlotte sponsor signage
 - AIDS WALK Charlotte event t-shirts
 - Gay Bingo Charlotte program
 - Gay Bingo Charlotte event screens prior to bingo and during intermission
 - World AIDS Day Luncheon program
 - World AIDS Day Luncheon venue screens prior to the luncheon
- Employee engagement opportunity: optional Lunch & Learn and/or recruitment event hosted by RAIN (virtual or on-site)
- Opportunity to record a short sponsor video (up to 60 seconds) from a representative of your business to be shared on RAIN's social media platforms
- Opportunity for priority booth placement (staffed by your company) at all signature events listed above

Premier Presenting Sponsor (continued)

- Opportunity to place one piece of branded collateral on guest tables at Gay Bingo Charlotte and the World AIDS Day Luncheon (provided by your business)
- “Featured Sponsor of the Month” post in an upcoming RAIN e-newsletter
- “Featured Sponsor of the Week” post in an AIDS WALK Charlotte email
- Opportunity to participate in AIDS WALK Charlotte Match Days, where your sponsorship dollars are shared back with registered walkers as incentives to encourage fundraising and participation
- Up to fourteen (14) AIDS WALK Charlotte event t-shirts for your team (regardless of fundraising status)
- Team support curated to meet your needs, including setting up your AIDS WALK Charlotte team and registering participants
- Full-page color ad (8.5" W x 11" L) in the Gay Bingo program
- Opportunity for a company representative to go on stage at Gay Bingo Charlotte and speak (up to 1 minute) or have a sponsor video played (1–2 minutes)
- VIP reserved table for ten (10) guests at Gay Bingo Charlotte
- Opportunity to decorate your reserved table at Gay Bingo Charlotte with this year's theme or your company branding
- Ten (10) drink tickets for your Gay Bingo Charlotte table
- Two (2) complimentary parking passes for Gay Bingo Charlotte
- Two (2) complimentary tables (twenty (20) seats) at the World AIDS Day Luncheon
- Opportunity to host up to ten (10) guests with your company at RAIN's Generosity Gathering as a Premier Presenting Sponsor
- RAIN will “Like” and “Follow” your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Customized social media recognition, including dedicated mentions/boosts and inclusion of one sponsor hashtag (example: #businessname) on event-related posts
- A short annual meeting/virtual briefing highlighting the impact, outcomes and what your investment supported
- Use of event photos for sponsor promotional purposes





aids walk

charlotte

AIDS WALK Charlotte is the Carolinas' largest HIV fundraising and awareness walk, bringing together families, friends, and community members since 1997 to support RAIN's services and programs. Every dollar raised stays in Charlotte to benefit people living with or at risk for HIV, while participants, volunteers, and sponsors unite in a visible, family-friendly show of compassion, advocacy, and education aimed at breaking down stigma and promoting health.

aidswalkclt.org



Presenting Sponsor: \$5,000

As a Presenting Sponsor, your business receives top level recognition and visibility across AIDS WALK Charlotte marketing and day of event materials, including prominent logo placement on signage, event t-shirts, advertising, and e-communications. This sponsorship includes high-impact engagement opportunities such as Match Days participation, priority booth placement, and the ability to recognize an award recipient during the morning program. You'll also receive elevated social media promotion, including dedicated mentions/boosts and a sponsor hashtag, along with team support, event t-shirts, and access to RAIN's donor celebration.

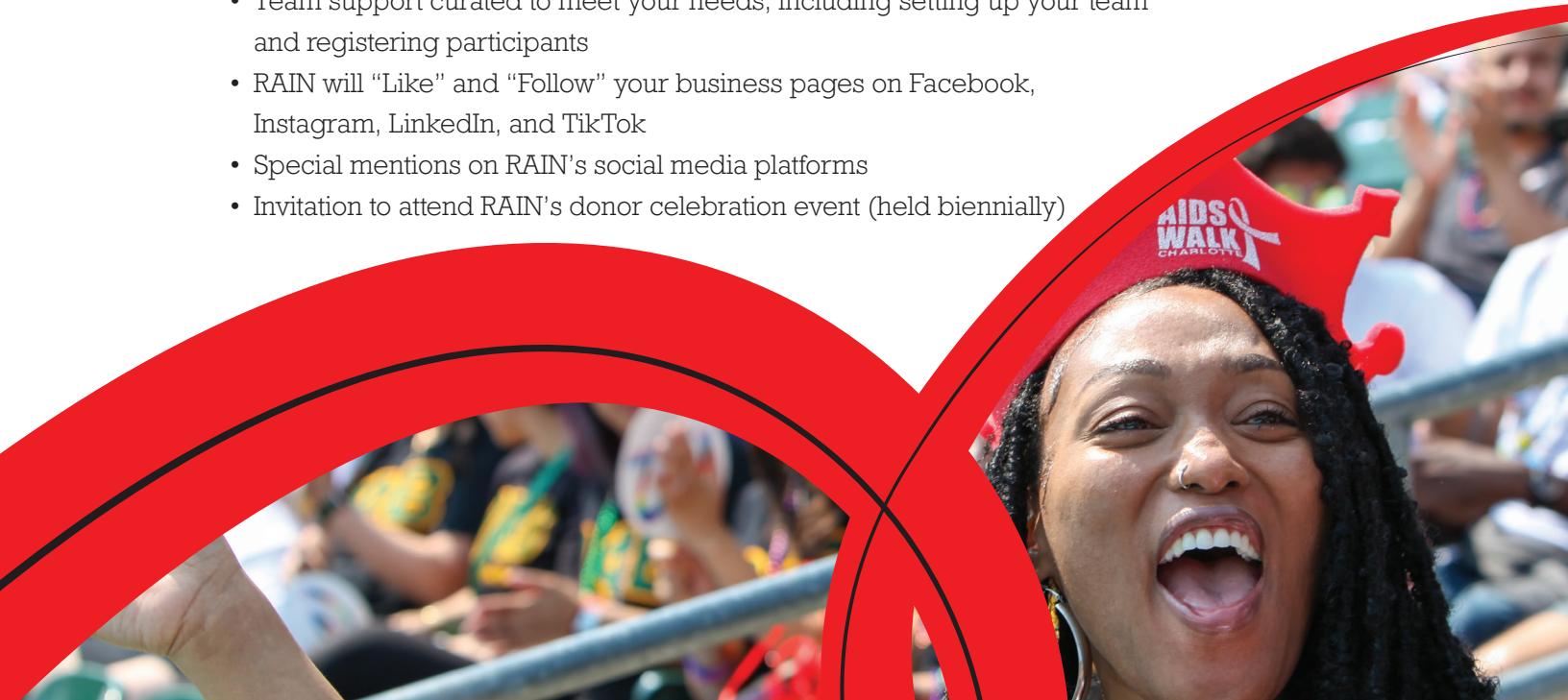
- Static logo and hyperlink on the AIDS WALK Charlotte website as a Presenting Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo prominently placed on:
 - Event sponsor signage
 - Event t-shirts
 - Print and digital advertisements
 - Event e-communications
- Opportunity to participate in AIDS WALK Charlotte Match Days, where your sponsorship dollars are shared back with registered walkers as incentives to encourage fundraising and participation
- Opportunity to record a short video (up to 60 seconds) from a representative of your business to be shared on RAIN's social media platforms
- Opportunity for priority booth placement (staffed by your company) in the community gallery on the day of the walk
- Employee engagement opportunity: optional Lunch & Learn and/or recruitment event hosted by RAIN (virtual or on-site)
- "Featured Sponsor of the Week" post in an AIDS WALK Charlotte email
- Opportunity for a company representative to recognize an award recipient during the morning program
- Up to ten (10) event t-shirts for your team (regardless of fundraising status)
- Team support curated to meet your needs, including setting up your team and registering participants
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Customized social media recognition, including dedicated mentions/boosts and inclusion of one sponsor hashtag (example: #businessname) on event-related posts
- "Featured Sponsor of the Month" post in an upcoming RAIN e-newsletter
- Invitation to attend RAIN's donor celebration event (held biennially)
- Use of event photos for sponsor promotional purposes
- Additional customized benefits available upon request



Platinum Sponsor: \$2,500

Platinum Sponsors receive strong brand visibility through website recognition, sponsor page placement, and prominent signage at AIDS WALK Charlotte. This tier includes interactive opportunities such as participating in Match Days, hosting a booth in the community gallery, and sharing a short sponsor video through RAIN's social media platforms. Platinum Sponsors also receive team support and event t-shirts, along with ongoing recognition through social media mentions and an invitation to RAIN's donor celebration (held every other year).

- Static logo and hyperlink on the AIDS WALK Charlotte website as a Platinum Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo prominently displayed on sponsor signage as a Platinum Sponsor
- Opportunity to participate in AIDS WALK Charlotte Match Days, where your sponsorship dollars are shared back with registered walkers as incentives to encourage fundraising and participation
- Opportunity to record a short video (up to 45 seconds) from a representative of your business to be shared on RAIN's social media platforms
- Opportunity for booth placement (staffed by your company) in the community gallery on the day of the walk
- Employee engagement opportunity: optional Lunch & Learn and/or recruitment event hosted by RAIN (virtual or on-site)
- "Featured Sponsor of the Week" post in an AIDS WALK Charlotte email
- Up to eight (8) event t-shirts for your team (regardless of fundraising status)
- Team support curated to meet your needs, including setting up your team and registering participants
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN's social media platforms
- Invitation to attend RAIN's donor celebration event (held biennially)





Signature Lap Sponsor: \$1,500

Signature Lap Sponsors receive exclusive, high-visibility recognition by sponsoring one of six official laps around Truist Field during AIDS WALK Charlotte. This limited sponsorship includes website recognition, logo placement on event signage and venue screens during the sponsored lap, and onsite acknowledgment and announcements during the walk. Signature Lap Sponsors also have the opportunity to share a short message during lap recognition, connect with attendees through booth placement in the community gallery, and receive event t-shirts for their team. Additional benefits include social media recognition, use of event photos for promotional purposes, and an invitation to attend RAIN's donor celebration event (held biennially).

- Exclusive recognition as the sponsor of one (1) official lap around Truist Field
- Static logo and hyperlink on the AIDS WALK Charlotte website as a Signature Lap Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo displayed on sponsor signage as a Signature Lap Sponsor
- Logo displayed on venue screens during your sponsored lap
- Onsite recognition and announcement during the walk acknowledging your sponsored lap
- Opportunity to provide a short message to be share during your sponsored lap recognition
- Opportunity for booth placement (staffed by your company) in the community gallery on the day of the walk
- Up to six (6) event t-shirts for your team (regardless of fundraising status)
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN's social media platforms
- Invitation to attend RAIN's donor celebration event (held biennially)
- Use of event photos for sponsor promotional purposes



Gold Sponsor: \$1,000

Gold Sponsors gain valuable recognition through website placement, sponsor page visibility, and day-of-event signage. This sponsorship includes opportunities to connect with the community through booth placement, participation in Match Days, and a short sponsor video shared on RAIN's social media. Gold Sponsors also receive team support, event t-shirts, social media mentions, and an invitation to RAIN's donor celebration (held every other year).

- Static logo and hyperlink on the AIDS WALK Charlotte website as a Gold Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo displayed on sponsor signage as a Gold Sponsor
- Opportunity for booth placement (staffed by your company) in the community gallery on the day of the walk
- Opportunity to record a short video (up to 30 seconds) from a representative of your business to be shared on RAIN's social media platforms
- Opportunity to participate in AIDS WALK Charlotte Match Days, where your sponsorship dollars are shared back with registered walkers as incentives to encourage fundraising and participation
- Team support curated to meet your needs, including setting up your team and registering participants
- Up to four (4) event t-shirts for your team (regardless of fundraising status)
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN's social media platforms
- Invitation to attend RAIN's donor celebration event (held biennially)





Silver Sponsor: \$500

Silver Sponsors receive community-facing recognition through website placement, sponsor page visibility, and event signage. This tier includes event t-shirts for your team, social media mentions, and an invitation to RAIN's donor celebration (held every other year) event, making it a meaningful way to support the fight against HIV while increasing brand visibility.

- Static logo and hyperlink on the AIDS WALK Charlotte website as a Silver Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo displayed on sponsor signage as a Silver Sponsor
- Up to two (2) event t-shirts for your team (regardless of fundraising status)
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN's social media platforms
- Invitation to attend RAIN's donor celebration event (held biennially)

Bronze Sponsor \$250

Bronze Sponsors receive recognition through website and sponsor page placement, inclusion on event signage, and social media mentions. This sponsorship level is a simple, impactful way to support AIDS WALK Charlotte and RAIN's mission while demonstrating your business's commitment to health, advocacy, and a stigma-free community.

- Static logo and hyperlink on the AIDS WALK Charlotte website as a Bronze Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo displayed on sponsor signage as a Bronze Sponsor
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN's social media platforms
- Invitation to attend RAIN's donor celebration event (held biennially)



gay bingo

charlotte

Gay Bingo Charlotte is one of Charlotte's most outrageous and unforgettable fundraisers, a high-energy, bingo themed event where community, creativity, and fun come together for a purpose. Featuring community drag, costumed emcees, audience participation, and entertaining games, this lively and inclusive event draws a diverse crowd to celebrate community, laugh loud, and raise vital funds and awareness for HIV services and programs in the Charlotte area. Since 2000, Gay Bingo has brought people together to support RAIN's mission and the communities we serve.

Disclaimer: It's important to note that this fundraising event is not based on luck, and no cash or prizes can be won from achieving an "official bingo".

gaybingoclt.org



Presenting Sponsor: \$6,000

As a Presenting Sponsor of Gay Bingo Charlotte, your business receives top-tier recognition across event marketing and onsite visibility, including prominent logo placement and event screen recognition.

This level includes high-impact engagement opportunities such as stage time or a featured sponsor video, a VIP reserved table for ten, and booth placement during the reception. You'll also receive elevated promotional value through a full-page color program ad, table collateral placement (or a Client Emergency Fund donation option), customized social media recognition, and an invitation to RAIN's donor celebration (held every other year).

- Static logo and hyperlink on the Gay Bingo Charlotte website as a Presenting Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Prominent logo placement on Gay Bingo Charlotte marketing materials
- Logo displayed on event screens prior to bingo and during intermission
- Opportunity for a company representative to go on stage and speak (up to 1 minute) or have a sponsor video played (1-2 minutes)
- On stage recognition as Presenting Sponsor during key program moments (welcome, intermission, closing)
- VIP reserved table for ten (10) guests
- Opportunity to decorate your reserved table with this year's theme or your company branding
- Ten (10) drink tickets for your table
- Two (2) complimentary parking passes
- Full-page color ad (8.5" W x 11" L) in the Gay Bingo program
- Opportunity to place one piece of branded collateral on all guest tables (provided by your business)
- Opportunity for booth placement (staffed by your company) during the Gay Bingo reception
- "Featured Sponsor of the Month" post in an upcoming RAIN e-newsletter
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Customized social media recognition, including dedicated mentions/boosts and inclusion of one sponsor hashtag (example: #businessname) on event-related posts
- Use of event photos for sponsor promotional purposes
- Invitation to attend RAIN's donor celebration event (held biennially)
- Additional customized benefits available upon request





Reception Sponsor: \$3,000

As the Reception Sponsor, your business receives strong visibility during the most social and high-traffic portion of the event, including logo recognition on event screens, industry exclusivity, and priority booth placement. This tier includes reserved seating, banner placement throughout the reception area, and a full-page program ad. Reception Sponsors also receive social media recognition, use of event photos for promotional purposes, and an invitation to RAIN's donor celebration (held every other year).

- Industry exclusivity
- Static logo and hyperlink on the Gay Bingo Charlotte website as the Reception Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo displayed on event screens prior to bingo and during intermission
- Opportunity for priority booth placement (staffed by your company) during the Gay Bingo reception
- Up to four (4) banners displayed throughout the reception area (provided by your company)
- Six (6) tickets at a reserved table
- Opportunity to collaborate with other sponsor(s) at your table to decorate using this year's theme or your company branding
- Full-page black-and-white ad (8.5" W x 11" L) in the Gay Bingo program
- Opportunity to place one piece of branded collateral on all guest tables (provided by your business) or make a donation to RAIN's Client Emergency Fund (table signage included)
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN's social media platforms
- Use of event photos for sponsor promotional purposes
- Invitation to attend RAIN's donor celebration event (held biennially)





Wristband Sponsor: \$2,000

As the exclusive Wristband Sponsor, your logo is seen by every attendee through placement on 1,400+ customized wristbands required for entry. This sponsorship includes event screen recognition, reserved seating, and a full-page program ad, making it a highly visible and memorable branding opportunity. Wristband Sponsors also receive social media mentions and an invitation to RAIN's donor celebration (held every other year).

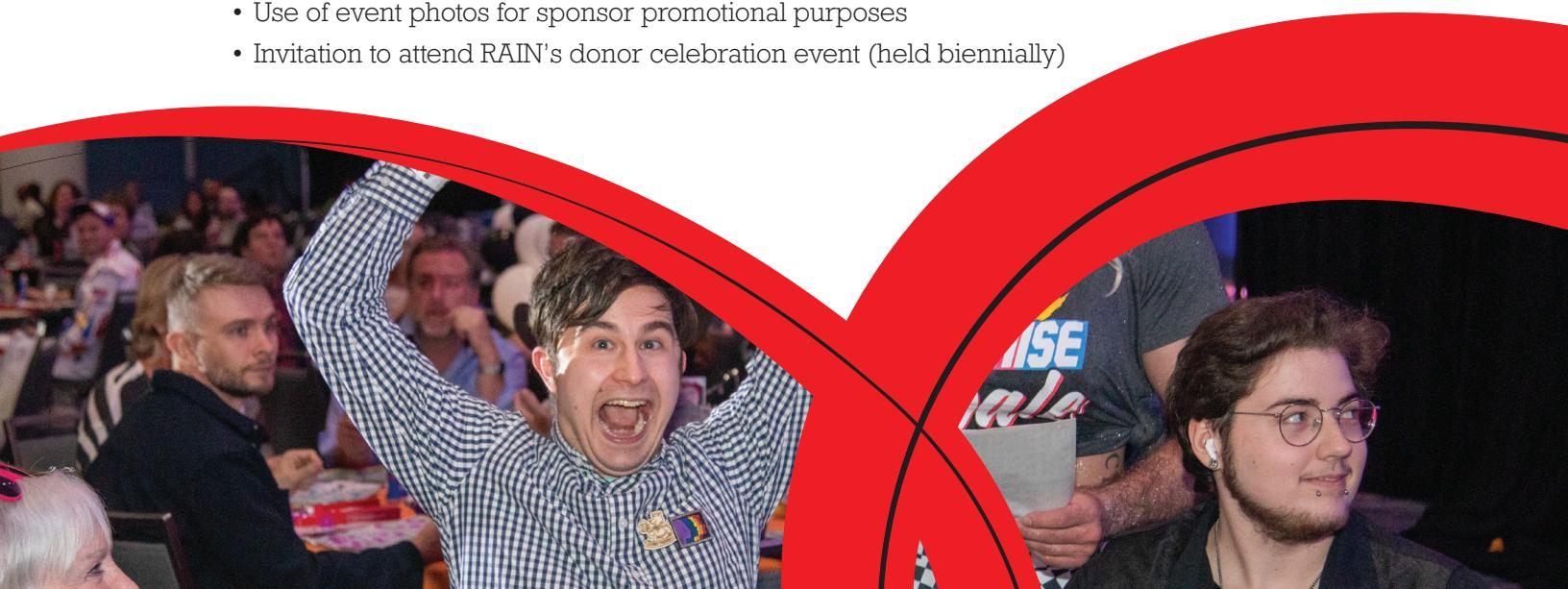
- Maximum of one (1) sponsor
- Static logo and hyperlink on the Gay Bingo Charlotte website as the Wristband Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo displayed on event screens prior to bingo and during intermission
- Company logo included on 1,400+ customized wristbands (required for all attendees)
- Four (4) tickets at a reserved table
- Opportunity to collaborate with other sponsor(s) at your table to decorate using this year's theme
or your company branding
- Full-page black-and-white ad (8.5" W x 11" L) in the Gay Bingo program
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN's social media platforms
- Invitation to attend RAIN's donor celebration event (held biennially)



Gayme Sponsor: \$1,750

Gayme Sponsors receive fun, high-energy recognition tied directly to the action of the event. This tier includes event screen logo placement and the opportunity for a representative to take the stage during your sponsored gayme to share a brief message and pull numbers. Gayme Sponsors also receive reserved seating, a program ad connected to the sponsored gayme, optional table collateral placement (or Client Emergency Fund donation option), social media mentions, and an invitation to RAIN's donor celebration (held every other year).

- Maximum of eight (8) sponsors
- Static logo and hyperlink on the Gay Bingo Charlotte website as a Gayme Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo displayed on event screens prior to bingo and during intermission
- Logo displayed on event screens during your sponsored gayme
- Opportunity for a company representative to go on stage during your sponsored gayme to share a brief message and pull the numbers
- Four (4) tickets at a reserved table
- Half-page black-and-white ad (8.5" W x 5.5" L) in the Gay Bingo program (connected to your sponsored gayme)
- Opportunity to place one piece of branded collateral on all guest tables (provided by your business)
or make a donation to RAIN's Client Emergency Fund (table signage included)
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN's social media platforms
- Use of event photos for sponsor promotional purposes
- Invitation to attend RAIN's donor celebration event (held biennially)





Diva Sponsor: \$1,000

Diva Sponsors receive unique, on-stage recognition during the popular “Who Wants to be a Diva” segment, including a business description read aloud and logo visibility tied to a featured performer. This sponsorship includes event screen recognition, reserved seating, a program ad, social media mentions, and an invitation to RAIN’s donor celebration (held every other year), making it a high-visibility option with a fun, memorable spotlight moment.

- Static logo and hyperlink on the Gay Bingo Charlotte website as a Diva Sponsor
- Static logo and hyperlink on RAIN’s Sponsors page
- Opportunity to have a brief description of your business read from the stage during the “Who Wants to be a Diva” segment
- Logo displayed on event screens prior to bingo and during intermission
- Company logo included on a sign that follows a pre-selected individual performing during the “Who Wants to be a Diva” segment
- Two (2) tickets at a reserved table
- Half-page black-and-white ad (8.5" W x 5.5" L) in the Gay Bingo program
- RAIN will “Like” and “Follow” your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN’s social media platforms
- Use of event photos for sponsor promotional purposes
- Invitation to attend RAIN’s donor celebration event (held biennially)



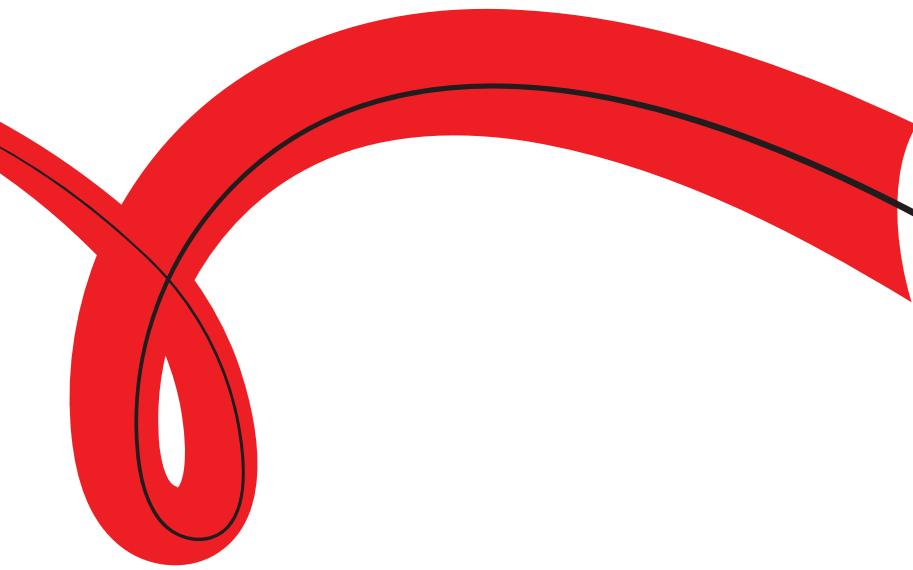
Community Sponsor: \$300

Community Sponsors are recognized as valued supporters of Gay Bingo Charlotte through website and sponsor page placement and program recognition. This level includes two complimentary tickets and a program ad, offering a meaningful way to support RAIN's mission while gaining event visibility. Community Sponsors are also invited to attend RAIN's donor celebration (held every other year).

- Static logo and hyperlink on the Gay Bingo Charlotte website as a Community Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Recognition in the Gay Bingo program as a Community Sponsor
- Two (2) complimentary tickets
- Half-page black-and-white ad (8.5" W x 5.5" L) in the Gay Bingo program
- Invitation to attend RAIN's donor celebration event (held biennially)

Raffle Sponsors

Your business can donate raffle items such as gift cards, goodie baskets, experiences, merchandise, passes, or event tickets. Donors will be recognized in the Gay Bingo program and on the Gay Bingo Charlotte website.



A large, stylized red ribbon or bow graphic is positioned on the left side of the page, partially overlapping the text area. It has a thick red outline and a white fill.

**Don't stop at one donation,
multiple items
increase your recognition
throughout the event.**





World AIDS Day luncheon

RAIN's annual World AIDS Day Luncheon is a meaningful gathering that honors lives lost, raises awareness, and highlights the work underway to end HIV in our region. Community members, leaders, and supporters come together for a day of unity, reflection, and hope, with funds raised directly supporting RAIN's care, services, and advocacy for people living with or at risk for HIV.

worldaidsdayclt.org



Presenting Sponsor: \$5,000

As a Presenting Sponsor of the World AIDS Day Luncheon, your business receives top level visibility through prominent logo placement across event signage, the luncheon program, venue screens, and digital recognition. This tier includes a full table for ten guests, the opportunity to provide branded table collateral, booth placement during the networking portion, and the option for a representative to deliver brief remarks during the program. Presenting Sponsors also receive elevated social media recognition, a featured placement in a RAIN e-newsletter, use of event photos for promotional purposes, and an invitation to RAIN's donor celebration (held every other year).

- Static logo and hyperlink on the World AIDS Day Luncheon website as a Presenting Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo prominently displayed in the luncheon program and on event signage as a Presenting Sponsor
- Logo displayed on venue screens prior to the luncheon
- Opportunity for a company representative to deliver brief remarks during the program (up to 1 minute)
- One (1) complimentary table for ten (10) guests
- Opportunity to place one piece of branded collateral on all guest tables (provided by your business)
- Opportunity for booth placement (staffed by your company) during the networking portion of the luncheon
- "Featured Sponsor of the Month" post in an upcoming RAIN e-newsletter
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Customized social media recognition, including dedicated mentions/boosts and inclusion of one sponsor hashtag (example: #businessname) on event-related posts
- Use of event photos for sponsor promotional purposes
- Invitation to attend RAIN's donor celebration event (held biennially)
- Additional customized benefits available upon request





Platinum Sponsor: \$2,500

Platinum Sponsors receive strong brand visibility through logo placement on event websites, RAIN's Sponsors page, the luncheon program, and venue screens. This sponsorship includes eight complimentary seats, booth placement during networking, and recognition from the podium during the luncheon program. Platinum Sponsors also receive social media mentions, use of event photos for promotional purposes, and an invitation to RAIN's donor celebration (held every other year).

- Static logo and hyperlink on the World AIDS Day Luncheon website as a Platinum Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo displayed in the luncheon program as a Platinum Sponsor
- Logo displayed on venue screens prior to the luncheon
- Recognition from the podium during the luncheon program
- Eight (8) complimentary seats at the luncheon
- Opportunity for booth placement (staffed by your company) during the networking portion of the luncheon
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN's social media platforms
- Use of event photos for sponsor promotional purposes
- Invitation to attend RAIN's donor celebration event (held biennially)





Gold Sponsor: \$1,500

Gold Sponsors are recognized through website placement, the luncheon program, and venue screen visibility. This level includes six complimentary seats and booth placement during the networking portion, offering a meaningful way to engage attendees while supporting RAIN's mission. Gold Sponsors also receive social media mentions and an invitation to RAIN's donor celebration (held every other year).

- Static logo and hyperlink on the World AIDS Day Luncheon website as a Gold Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo displayed in the luncheon program as a Gold Sponsor
- Logo displayed on venue screens prior to the luncheon
- Six (6) complimentary seats at the luncheon
- Opportunity for booth placement (staffed by your company) during the networking portion of the luncheon
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN's social media platforms
- Invitation to attend RAIN's donor celebration event (held biennially)



Silver Sponsor: \$1,000

Silver Sponsors receive recognition through website placement, inclusion in the luncheon program, and venue screen visibility prior to the event. This sponsorship includes four complimentary seats and booth placement during the networking portion, along with social media mentions and an invitation to RAIN's donor celebration (held every other year).

- Static logo and hyperlink on the World AIDS Day Luncheon website as a Silver Sponsor
- Static logo and hyperlink on RAIN's Sponsors page
- Logo displayed in the luncheon program as a Silver Sponsor
- Logo displayed on venue screens prior to the luncheon
- Four (4) complimentary seats at the luncheon
- Opportunity for booth placement (staffed by your company) during the networking portion of the luncheon
- RAIN will "Like" and "Follow" your business pages on Facebook, Instagram, LinkedIn, and TikTok
- Special mentions on RAIN's social media platforms
- Invitation to attend RAIN's donor celebration event (held biennially)

Individual Table Sponsors: \$500

(Available for individuals only, not businesses/corporate sponsors.)

- One (1) table for ten (10) guests at the World AIDS Day Luncheon
- Name listed on the World AIDS Day Luncheon website as a Table Host
- Name listed in the luncheon program as a Table Host
- Name displayed at your table
- Invitation to attend RAIN's donor celebration event (held biennially)

RAIN Board of Directors

John Covington, Chair

Retired, Finance

Kirk Brittain, Vice Chair

Human Resources

Julie Lindberg, Treasurer

Fifth Third Bank

Ricardo Lawson, Secretary

Greystar

Kimberly Owens, Immediate Past Chair

Attorney

Timothy Brummett

Coldwell Banker Realty

Karlie Dunsky

Berry, Appleman & Leiden, LLP

Ramona Holloway

Mint Museum

Kamille Jones

Duke Energy

Daniel Lahoud

Coats

Douglas Meardon, MD

Atrium Health

Parteek Singla, MD

Piedmont Plastic Surgery and Dermatology

In 2025:

RAIN's overall viral

suppression rate is 91%

Viral suppression means HIV is at very low levels, supporting long-term health and preventing transmission.

91%



RAIN served 575 unique individuals through our services and programs

28%



28% of RAIN's client base identifies as part of the Latine community

74% of RAIN's clients self-identify as members of the LGBTQIA+ community

+

RAIN provided 1,871 HIV/STI tests



RAIN's drop in center, The Drop, had 1,566 visits



RAIN connected 127 people and provided access to PrEP

How to

sponsor

Thank you for considering a sponsorship partnership with RAIN. Sponsorship support directly strengthens HIV services, prevention education, and stigma reduction efforts in the Charlotte region.

step 1

Select Your Sponsorship

Choose your sponsorship level for:

- AIDS WALK Charlotte
- Gay Bingo Charlotte
- World AIDS Day Luncheon
- Or become a Premier Presenting Sponsor across all signature events

RAIN can also create a customized sponsorship package aligned with your organization's goals.

step 3

Submit Your Logo + Sponsor Details

To ensure accurate recognition in print and digital materials, sponsors should provide:

- Company name
(as it should appear publicly)
- Primary contact name, email, and phone
- Website URL for hyperlinking
- Social media handles (optional)
- High-resolution logo files (preferred formats: PNG, AI, EPS, or high-res JPG)
- Logo submission email:
n.smith@carolinarain.org

step 2

Confirm Your Sponsorship

To confirm your sponsorship, please contact:

Nathan B. Smith

Vice President, Philanthropy

n.smith@carolinarain.org

704-973-9818

step 4

Payment Options

Payment can be made by:

- Check
- Credit card
- Invoice upon request

Payment instructions and invoice details will be provided upon confirmation.



Questions?

RAIN is happy to help you select the best sponsorship level for your goals and audience. We can also tailor benefits such as employee engagement opportunities, custom recognition, or mission-focused activations.





601 E. 5th Street
Suite 470
Charlotte, NC 28202

704-372-RAIN (7246)
704-372-7418 fax

carolinarain.org