



October 1, 2019

1120 NW 14<sup>th</sup> St, Ste 970

Miami, FL 33136

Phone: 305.243.0953

Email: [thechampteam@miamiedu.onmicrosoft.com](mailto:thechampteam@miamiedu.onmicrosoft.com)

Dear Community Partner,

I am writing on behalf of the **Community-Based HIV Awareness & Testing for Minority Populations (CHAMP)** Program to request your support for our annual World AIDS Day Celebration. World AIDS Day, recognized on December 1, is an international day dedicated to raising awareness of HIV/AIDS and honoring those who have died of the disease. CHAMP commemorates the holiday with a community block party full of fun, food and education in some of the communities most impacted by HIV in Miami-Dade. This year the celebration will be held on December 7, 2019 at Liberty Square Community Center.

Last year's event was a tremendous success; 250 community members were in attendance, which allowed us to perform close to 100 free HIV tests and provide HIV education to everyone who participated. We are looking to make this year's event even more successful with your help!

We hope you will consider becoming a sponsor for our World AIDS Day celebration. Your generous support enables us to provide more resources to the community, plus your logo and brand will receive lots of attention through our promotional materials.

Please see the attached insert for details concerning this year's sponsorship levels & incentives. To become a sponsor, please complete the enclosed form and return it to me by Friday, November 8<sup>th</sup> using the contact methods listed below.

Finally, don't hesitate to contact me if you have any questions or requests regarding the sponsorship packages.

On behalf of the CHAMP Program, thank you very much for your time and consideration.

Sincerely,

*Kiera Wallace*

Kiera Wallace  
CHAMP Program Manager  
Phone: 305.243.0953  
Email: [k.wallace@med.miami.edu](mailto:k.wallace@med.miami.edu)  
[www.champ305.com](http://www.champ305.com)



## CHAMP PROGRAM DESCRIPTION

CHAMP is an HIV service program that provides testing, education, linkage to care, and advocacy to reduce HIV incidence in diverse Black communities throughout Miami-Dade. To address the disproportionate burden of HIV among Miami's diverse Black populations, our culturally tailored HIV strategy utilizes community health workers (CHWs) to facilitate home-based rapid HIV testing (HBHRT) in non-traditional locations within South Florida's Black neighborhoods.

CHAMP targets immigrant Blacks and African Americans who are unaware of their status and supports their health and wellness by facilitating free HIV testing and sex risk reduction education. If HIV+, we provide further support through linkage to care, training on antiretroviral therapy (ART) adherence, and referrals to social services, such as housing, employment, and food resources.

CHAMP is evaluated annually to document progress towards the following objectives:

1. Increased delivery and completion of rapid HIV testing in non-clinical settings targeting Miami's diverse Black communities
2. Increased provision of comprehensive risk reduction education for people living with HIV (PLWH)
3. Increasing HIV education and prevention resources at the individual and community levels
4. Establishing a sustainable, community-centered HIV prevention system by empowering the community to remain active and engaged in HIV prevention.



## **BLOCK PARTY SPONSORSHIP OPPORTUNITIES**

This is the first year this event will be sponsored by community partners! This allows us to engage more community organizations and provide community members with more access to their community resources!

In addition to the listed benefits, all sponsors will have their name and/or logo included in all pre- and post-event advertising including flyers, palm cards, social media posts & event website.

### **BRONZE SPONSOR: Donate a raffle item of \$25 value**

- Complimentary vendor table at the event
- Commemorative certificate of appreciation
- 1 mention on CHAMP social media

### **SILVER SPONSOR: Donate a raffle item of \$50 value**

- Complimentary vendor table at the event
- Commemorative certificate & letter of appreciation
- 2 mentions on CHAMP social media
- Small logo printed on event t-shirt

### **GOLD SPONSOR: Donate a raffle item of \$100 value**

- Complimentary vendor table at the event
- Commemorative certificate & letter of appreciation
- 4 mentions on CHAMP social media
- Medium logo printed on event t-shirt

### **PLATINUM SPONSOR: Sponsor an event vendor (EXCLUSIVE)**

- Complimentary vendor table at the event
- Commemorative certificate & letter of appreciation
- Representative from your organization recognized at the event
- 6 mentions on social media
- Large logo printed on event t-shirt

**NOTE:** Sponsors will be given priority for tables as space is limited. All sponsors are asked to have at least 1 employee staff the table for the duration of the event. Please plan for giveaways for 300 people. Giveaways can include branded items i.e. pens, notepads, stress balls, etc. or brochures/flyers with information about your organization. Selling items will require prior approval. Please notify Kiera Wallace if you are interested in selling items during the event.

**WORLD  
AIDS DAY  
2019**



**COMMUNITIES MAKE THE DIFFERENCE**

**SPONSORSHIP RESERVATION FORM**

(Please type or use blue or black pen)

**Sponsor Contact Information:**

Please reserve the following sponsorship for myself / my company.

**COMPANY/DONOR NAME:** *(As it should appear on promotional materials)*

**CONTACT NAME:**

**ADDRESS:**

**TITLE:**

**CITY:**

**STATE:**

**ZIP:**

**EMAIL:**

**PHONE:**

**Sponsorship Information:**

**SPONSORSHIP LEVEL NAME:**

**DONATION AMOUNT:**

**BRIEF DESCRIPTION OF YOUR DONATION:**

**SIGNATURE:**

**DATE:**

Please return this form by **11/8/2019** to:

CHAMP Program  
ATTN: Kiera Wallace  
1120 NW 14<sup>th</sup> St, Ste 970  
Miami, FL 33136  
k.wallace@med.miami.edu