

Red Ball

Igniting Awareness for World AIDS Day



presented by

Colorado AIDS Project

Red Ball



Red Ball

Event Details



When

December 4, 2011, 7:00 p.m. to 11:00 p.m.
Held in conjunction with World AIDS Day (December 1)

Where

EXDO Event Center, 1399 35th St., Denver

What

The 3rd annual Red Ball, igniting awareness for World AIDS Day, is an ultra-chic signature event of Colorado AIDS Project(CAP) that blends a fiery cocktail reception with a hot fashion and frosty hair show. This cutting-edge event is an opportunity to unite high-end local fashion designers, top-notch and innovative hair stylists and exquisite makeup artists to produce an affair never-before-seen in Denver. A sultry after party with hot DJ grooves and a cool atmosphere will round out the evening, drawing local awareness and excitement to World AIDS Day and raising much-needed funds for CAP.

Who

500+ guests will be in attendance on the evening of the event.

Nearly 20,000 people are reached through Colorado AIDS Project's direct marketing and promotional materials, which include posters, go cards, signage in salons through the Denver metro area, direct mail and a dedicated e-mail campaign. Thousands more are reached through a wider media campaign including various media coverage.



Red Ball



About Colorado AIDS Project

Colorado AIDS Project (CAP) was founded 27 years ago as the first community-wide response to the HIV/AIDS crisis that was devastating the Denver metro area. Today, as the largest AIDS service organization in the Rocky Mountains, CAP helps at-risk individuals, and those living with HIV and AIDS, to make healthy choices for a self-sufficient, enhanced quality of life. CAP provides innovative, individualized services to those most in need, educates high-risk populations, and advocates for social and health care equity.

The mission of Colorado AIDS Project (CAP) is to prevent HIV infection and improve the quality of life of those affected by HIV and AIDS.

Case Management

- Assessment of individual client needs
- Provision of information and referrals in order to empower clients in meeting their needs
- Ensure that clients are connected to adequate healthcare
- Assistance with adherence to medication
- Services also available in Spanish

Counseling

- Mental health and substance abuse counseling
- Individual, couples and family services
- Support groups

Housing

- Subsidized housing
- Permanent residential housing for homeless people living with HIV and AIDS
- Affordable housing referrals and advocacy

Financial Assistance

- Utility assistance
- Medical bills
- Rent & Mortgage assistance
- Emergency financial assistance
- Transportation assistance

Nutrition Program

- Food Bank recognized by the National Conference of Mayors as one of only two programs in the United States providing the most balanced nutrition.
- Assists eligible clients with up to one-third of their dietary needs
- Supports and educates clients on nutritional needs associated with HIV and AIDS and antiretroviral medications

Employment Program

- Employment Assistance
- Career evaluation and development services
- Employee readiness training

Prevention

- Public education regarding HIV infection
- Community outreach to at-risk and high-risk populations
- Monthly free and confidential testing for both adults and youth
- Group and Individual sessions with those most at-risk of HIV infection
- Many services also available in Spanish

Public Policy/Advocacy

- Advocacy for state and federal legislation pertaining to HIV and Healthcare issues, programs and funding
- Coalition building with related healthcare advocacy groups
- Get-Out-The-Vote Campaigns
- Voter Registration Campaigns



Colorado AIDS Project's Impact in Fiscal Year 2010

Clients

Total Clients

- 2,416

New Clients

- 336

Case Management

- 1,819 Clients
- 42,023 Total Contacts

Counseling

- 131 Clients
- 1,929 Hours of Individual and Group Contact

Nutrition

- 1,192 Food Bank Clients
- 121,373 Meals Provided

Financial Assistance

- 1,193 Emergency Financial Assistance Clients
- 917 Transportation Clients Taking 80,510 Total Trips
- 363 Medical Insurance Assistance Clients

Housing

- 251 Clients
- 151 Subsidy Clients
- 248 Clients on a Housing Waitlist

Prevention

- 2,195 Individuals Directly Impacted Through CAP's Educational Efforts
- Over 1,093 Individuals Provided with Free HIV Tests



Red Ball

Sponsor Opportunities

Presenting Sponsor

\$10,000

Logo listed prominently as Presenting Sponsor on event invitation (3,500 distribution)

Logo listed prominently as Presenting Sponsor on event e-blast (3,500 distribution)

Logo listed prominently as Presenting Sponsor on promotional materials
(posters, palm cards, etc... 1,000+ distribution)

Logo, link, and company bio prominently displayed on Colorado AIDS Project and Red Ball
websites: www.coloradoAIDSproject.org & www.redballdenver.org

Logo listed as Presenting Sponsor on all advertisements (please see 2009 media report)

Logo prominently displayed as Presenting Sponsor at the event

Opportunity to provide branded promotional materials at the event

Exclusive industry sponsorship of the event

Name listed on all press releases

Recognition in CAP's Annual Report

Invitation to join the Red Ball Event Committee

Opportunity to do a model, designer and salon meet & greet backstage

20 VIP Tickets

includes Runway (front) Row seating and entrance to the exclusive VIP section of the event

**If you are interested in discussing partnership opportunities,
please contact Jeff Trujillo at 303.962.5304 or email him at
JeffT@coloradoAIDSproject.org.**

Red Ball

Sponsor Opportunities

Major Sponsor

\$5,000

Logo listed prominently as sponsor on event invitation (3,500 distribution)

Logo listed prominently on event e-blast (3,500 distribution)

Logo listed prominently as Major Sponsor on event promotional materials (posters, palm cards, etc... 1,000+ distribution)

Logo and link prominently displayed on Colorado AIDS Project and Red Ball websites: www.coloradoAIDSproject.org & www.redballdenver.org

Logo listed as a sponsor on most advertisements (please see 2009 media report)

Logo displayed at the event

Name listed in all press releases (please see 2009 media report)

Opportunity to provide branded promotional materials at the event

Recognition in CAP's Annual Report

Invitation to join the Red Ball Event Committee

10 VIP Tickets, includes Fashion (second) Row seating and entrance to the exclusiveVIP section of the event

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Red Ball

Sponsor Opportunities

Partner Sponsor

\$2,500

Name listed on event invitation (3,500 distribution)

Name listed on event e-vite (3,500 distribution)

Name displayed on Colorado AIDS Project and Red Ball websites: www.coloradoAIDSproject.org & www.redballdenver.org

Name displayed at the event

Recognition in CAP's Annual Report

4 VIP tickets, includes Hair Row seating (third row) and entrance to the VIP Section of the event

VIP Ticket Package

\$1,000

4 VIP Tickets

Entrance to the VIP Section of the event

General Admission seating

Name displayed on Colorado AIDS Project and Red Ball websites: www.coloradoAIDSproject.org & www.redballdenver.org

General Admission Ticket Package

\$500

4 General Admission Tickets

Name displayed on Colorado AIDS Project and Red Ball websites: www.coloradoAIDSproject.org & www.redballdenver.org

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Colorado AIDS Project

www.coloradoAIDSproject.org