

2020 Summit Sponsorship Packet



Iris House's 15th Annual Women
as the Face of AIDS Virtual Summit

OCTOBER 5, 2020

For more information, please contact Nichole Benjamin
at 646 548 0100 x222 or nbenjamin@irishouse.org



2348 A C Powell, Jr. Boulevard
New York, NY 10030

**2020 Summit
Planning Committee**
(in formation)

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Ofelia Barrios
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Dana Diamond
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Ingrid Floyd, Chair
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Jennifer Irwin
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Advanced Medicine

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Octavia Lewis
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Michelle Lopez
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Krista Martel
The Well Project

Kimberly Richardson
Iris House

Tyeirra Seabrook
Department of Health

Ivy Turnbull
AIDS Alliance for Women

Deborah Yuelles
The Alliance for Positive
Change

Summer 2020

Dear Friends,

With the panic surrounding the novel coronavirus, we are existing in an unprecedented time. In the world of HIV and AIDS, it certainly can be an alarming and uncertain place. The good news is that the prognosis for a vaccine is first-rate and experts believe we could have one within 12-18 months. As we begin to focus and hope for a sense of normalcy in the near future, Iris House is gearing up for its 15th Annual Women as the Face of AIDS Summit, being held for the first time in the fall with a virtual component.

I am writing to you today with exciting program information about our **Fifteenth Annual Women as the Face of AIDS Summit**, which will debut a virtual format during the current health climate, and we ask for your support as a member of our community. This year's Summit will also have an onsite screening component at community organizations in both NY and NJ for those who do not have internet access readily available to them.

Our Summit is a well-anticipated and highly regarded program on women and HIV in the nation. In the last few years, we have attracted speakers from Minnesota, Nebraska, California, Georgia, and Philadelphia joined others from New York, New Jersey and Washington DC. The 2020 Summit will feature former Center for Disease Control Scientist, Dr. Camara P. Jones. With increased early support from several of our funders, we are even more hopeful about this year's event, which we have, themed "**Across the Lifespan: From Prevention to Aging**".

At the start of the epidemic, there was no expectation of long life for diagnoses. But today, thanks to improvements in the effectiveness of treatment with HIV medicine, people living with HIV who are diagnosed early in their infection and who get and stay on ART, may keep the virus suppressed and live long and healthy lives. For this reason, nearly half of people living with diagnosed HIV in the United States are aged 50 and older.

The greatest achievements in Ending the Epidemic have come when we have all worked together: People Living with HIV, People in High Risk Categories, Advocates, Social Workers, Medical Providers, Researchers and Policy Makers. All of our experiences make our forward momentum stronger, and nothing can be fully effective without all of us on the same page, amplifying each other's voices and building on our shared work.

The **tentative** schedule of the day is as follows:

- 11:00a Welcoming Remarks
- 11:15a Morning Plenary Session
featuring Dr. Camara Jones
- 1:00p Afternoon Plenary featuring Dr. Gina Brown
- 2:15p Recognizing Honorees
- 2:30p Breakout Sessions I (5 sessions)
- 3:45p Breakout Sessions II (6 sessions)
- 4:45p Virtual Exhibit Hall

This year, we will continue tradition of honoring two to three individuals who've made significant impacts on the HIV Community: and we look forward to highlighting them as we lead up to the event in the Fall.

We would like to invite you to join us as a community sponsor as our event continues its growth into a regional event and attracts attendees and presenters from up and down the eastern seaboard. See below for a full breakout of the levels of community sponsorships. As we did in 2019, we will be charging a small fee for attendees, with PLHIV receiving a significant discount. Sponsorship packages include tickets to the event. This change, successfully implemented in 2018, is to combat the very high rates of registrants who do not show up: people are more likely to attend an event in which they have an investment, even a token one. The entrance fee for presenters is waived. All registered attendees onsite before 8:45am will receive breakfast and lunch.

The Iris House Women as the Face of AIDS Summit is the only public education forum in New York City and one of few nationally that focuses on Women and HIV/AIDS. With recent studies in New York State highlighting how neither women nor people of color are hitting national averages of HIV viral suppression, it has never been more important or urgent to address the incredible health disparities facing the women in our communities. This is one way we can help. We are proud of our track record. Comments from past participants testify to the success of the conference in disseminating critical information about prevention and living with HIV/AIDS.

The event targets two very different audiences and works to educate providers, case managers and professional staff with new ideas, theories and best practices, while simultaneously providing opportunities for people living with HIV/AIDS and members of the broader community to understand their own health issues, learn more about healthy living and working to keep themselves and their loved ones safe.

Participants in the educational sessions on **Monday, October 5th** will go away with new understandings of the challenges facing people living with HIV/AIDS, ways for women to advocate for themselves and their community, practical programs that bring about increased rates of viral suppression, ideas on how to address challenges like intimate partner violence, stigma and more.

The success of the Summit depends on partnership with non-profit leaders. Only with underwriting, can we attract the largest numbers of interested persons among providers, clients and community leaders. At the same time, nonprofit partners– with logos on our website, signage at the event, a listing in the Summit journal– can reach a broad audience of our clients, healthcare providers, and this year, the community at large. We deeply appreciate all of the support we have received in the past, and hope that you will join us this year.

For additional information, please contact Nichole Benjamin at 646 548 0100 x 222 or by email at nbenjamin@irishouse.org.

Iris House looks forward to partnering with you on this important event!

Warmest regards,



Ingrid Floyd
Executive Director



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Change

CORPORATE PARTNERSHIP LEVELS

TITLE PARTNER

Commitment: \$20,000

Exclusive Title Sponsor Status for the 2020 Summit
Prime position of logo on all printed and press materials
Full-page ad in the Summit e-Journal
Recognition throughout program
Prime billing on website promoting the Summit
Prime billing with logo on all email blasts
Virtual Exhibit Hall

PRESENTING SPONSOR

Commitment: \$15,000

Prime position of logo on all printed and press materials
Full-page ad in the Summit e-Journal
Recognition during program
Special billing on website promoting the Summit
Special billing with logo on all email blasts
Virtual Exhibit Hall

BREAKFAST/DESSERT NETWORKING SPONSOR

Commitment: \$10,000

Full-page ad in Summit e-Journal
Recognition during program
Logo on website promoting Summit
Logo on all email blasts
Virtual Exhibit Hall

LUNCH/TRACK SESSIONS SPONSORS

Commitment: \$7,500

Full-page ad in Summit e-Journal
Recognition during program
Logo on website promoting Summit
Logo included on all email blasts
Virtual Exhibit Hall

Virtual exhibit hall is available at \$1,000 for the day (there is no program recognition with this option).

COMMUNITY PARTNERSHIP LEVELS

(for Non-profit organizations and Local small businesses)

Patron

Commitment: \$5,000

Full-page ad in Summit e-Journal
Recognition during program
Logo included in all email blasts
Listing of Sponsorship on website
Virtual Exhibit Hall

Friend

Commitment: \$2,500

3/4 page ad in Summit e-Journal
Recognition during program
Logo included in email blasts
Listing of Sponsorship on website
Virtual Exhibit Hall

Supporter

Commitment: \$1,000

half page ad in Summit e-Journal
Logo included in email blasts
Listing of Sponsorship on website
Virtual Exhibit Hall

Ally

Commitment: \$500

Quarter page ad in Summit e-Journal
Listing of Sponsorship on website
Virtual Exhibit Hall

Virtual exhibit hall is available at \$200 for the day (there is no program recognition with this option).

Please print your contact information:

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

My organization will purchase:

A **Sponsorship** in the amount of \$ _____.

A **Program Ad** only in the amount of \$ _____.

Virtual exhibit hall only at \$200 (Community) or \$1,000 (Corporate) _____.

Summit Program Ads

Summit Programs will be distributed to all attendees and sponsors as well as included in Iris House information kits for the following year.

Ads should be submitted as either a .tif, .png, .jpg or .pdf file to krichardson@irishouse.org no later than September 15, 2020.

| AD | Dimensions | Price |
|--------------------|--------------------------|--------------|
| Full Page | 7.5" wide x 10" high | \$750 |
| ½ Page (landscape) | 7.5" wide x 4.75" high | \$400 |
| ½ Page (portrait) | 3.625" wide x 10" high | \$400 |
| ¼ Page | 3.625" wide x 4.75" high | \$250 |
| Business Card Ad | 3.625" wide x 2.25" high | \$150 |

Payment options

- A check, made payable to Iris House is enclosed
- My credit card # is _____ Security code _____ Exp. Date _____
- Please bill me _____

Note: To place your ad in the **Summit program, payment in full** must be received **by September 22, 2020**, along with the ad copy; to be a part of the virtual exhibit hall **payment in full** must be received **by September 30, 2020**. For more information, contact Kimberly Richardson at 646 548 0100 ext. 221 or krichardson@irishouse.org