

Corporate Sponsorship



Wednesday, August 22, 2007

7:30 pm – 10:30 pm

Mercury Hall



The Octopus Club and AIDS Services of Austin present
The Million Dollar Party
Benefiting the Paul Kirby Fund

Dear Friend:

The Center for Disease Control estimates that more than one million Americans currently are living with HIV and that there were about 43,000 new infections last year. In addition, effective new drug therapies are keeping people with HIV healthy longer and dramatically reducing the death rate. These two factors together have produced the result that more people than ever before are living with HIV and AIDS. In Travis County there are over 3,200 people living with HIV and AIDS. The numbers escalated in 2006 following Hurricane Katrina, after many HIV positive individuals relocated to Austin from New Orleans.

The challenges of living with AIDS are formidable, but the one you and I can do something about is the financial one. There are times when due to the inability to work or to the costs of health care and medications, our neighbors with HIV and AIDS need help. When they have nowhere else to turn, the Paul Kirby Emergency Assistance Fund at AIDS Services of Austin is a helping hand of last resort.

On behalf of AIDS Services of Austin and the Paul Kirby Emergency Assistance Fund, **we are inviting you to become a corporate sponsor of the Octopus Club.** This year we will raise our one millionth dollar for the Fund to help those in need with cash assistance for rent, utilities, medications, food, and other essentials.

The Octopus Club is unique in that **only** volunteer host contributions and corporate sponsorship dollars are used to cover the cost of the event. **This allows each dollar donated at the event to go directly into the Paul Kirby Fund.** In 18 years, the Octopus Club has raised **\$991,374.63** for the Paul Kirby Fund. That level of assistance was possible only through the sponsorship or businesses just like yours.

If you have any questions, or would like to schedule a time to meet, please contact one of our corporate committee members, below.

Lew Aldridge

(512) 293-1250

laldrige@alori.net

Michelle Patterson

(512) 809-8728

tm_patterson@hotmail.com

Thank you for your consideration.

Lew Aldridge

In Travis County there are over 3200 people living with HIV and AIDS. They are our sisters, our brothers, our parents, our friends. For many of them, life can throw some pretty serious curve balls.

How can you and your company help?

The Octopus Club is a grassroots, volunteer fundraising arm of AIDS Services of Austin. Our fundraising events increase awareness and raise funds for people living with HIV and AIDS. Every penny that guests spend at Octopus Club events goes directly to the Paul Kirby Fund—the emergency assistance fund for people in Central Texas who are living with HIV and AIDS--and directly to a person in need. All overhead costs of Octopus Club events are covered by the hosts and business sponsors.

For the last 18 years, The Octopus Club has been the host of **Hundreds of Fundraisers**, and fun events. This year, however, is an extra special year for the Octopus Club. This year we cross the million dollar mark! Would you join us in this special achievement by making a contribution to The Million Dollar Party—a reunion celebration and party honoring our many dedicated volunteers. There are a variety of levels of sponsorship, with corresponding benefits. The best benefit, however, is knowing that you will make a real difference in the life of a neighbor facing the formidable challenge of living with HIV and AIDS.

All donations from Corporate Sponsors will go directly to help a person, who is living with HIV or AIDS, overcome a financial emergency, provide medication, food, or assistance with daily living expenses.

This is how you and your company can help.

Every dollar counts!

Join us

Diamond

- Listed on pre-event mailers and advertisements with Premiere placement
- Multiple verbal recognitions as a sponsor at event
- Special Signage at event, with Premier placement
- Website linkage from Octopus Club Website with premier placement
- Provided **10** tickets to event
- Promotional item given as part of “gift bag” for each guest, if desired
- Premium Logo Placement on all Million Dollar Party event materials

\$5,000 and above

Platinum

- Listed on pre-event mailers and advertisements
- Verbal recognition as a sponsor at event
- Signage at event – Platinum level sponsor recognition
- Website linkage from Octopus Club Website with Platinum level placement
- Provided **4** tickets to event
- Promotional item given as part of “gift bag” for each guest, if desired

\$1,500-5,000

Gold

- Listed on pre-event mailers and advertisements
- Signage at event– Gold level sponsor recognition
- Website linkage from Octopus Club Website
- Provided **4** tickets to event
- Promotional item given as part of “gift bag” for each guest, if desired

\$ 500-1,500

Silver

- Signage at Event – Silver level sponsor recognition
- Website linkage from Octopus Club Website
- Provided **2** tickets to event

\$ 250-500

Checks should be made out to:

AIDS Services of Austin/Paul Kirby Fund

PO Box 4874

Austin, TX 78765



BOARD OF DIRECTORS

Name	Office	Job Title/Business Affiliation
Angela Atwood		Owner, Farm to Market Grocery
Burke Banda		Dell Environmental and Recycling Service Manager, Dell Computer
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Jordan Herman		Attorney, Baker Botts
Victor Martinez, Ph.D.		Senior Advanced Process Control Engineer, Freescale Semiconductor
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