



Corporate Sponsorship Proposal

THE THIRTEENTH ANNUAL OCTOTEA DANCE 2008

at The Long Center for the Performing Arts
Overlooking Lady Bird Lake
Downtown Austin
September 21

www.octopusclub.org



It's been called a "legendary" Austin event, and for the first time this year it's being staged at the city's newest crown jewel, the Long Center for the Performing Arts. The Octopus Club invites you to become a corporate sponsor for the 13th annual OctoTea Dance. Now is the time to secure your company's place as a supporter of this spectacular party-for-a-cause on the shores of Lady Bird Lake.

OctoTea Dance is the largest event of the Octopus Club, which raises money for the Paul Kirby Emergency Assistance Fund. Over the last 19 years, the Octopus Club has raised more than \$1 million for those in our community living with HIV/AIDS who are in need of emergency services.

Despite those best efforts, the challenge only grows. The Centers for Disease Control estimate that more than 1.2 million people are living with HIV/AIDS in the United States and tens of thousands of new cases are diagnosed each year. In Travis County there are now more than 4,000 people living with this disease, and the figure is climbing. At the same time, effective new drug therapies are keeping people with HIV healthy longer and dramatically reducing the death rate. The result: more people than ever before are living with HIV/AIDS.

The challenges of living with AIDS are immense, but the one that the community at-large can help with is the cost of fighting back. There are times when due to the inability to work or to the costs of health care and medications, our neighbors with HIV/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.

The Octopus Club is unique in that volunteer host contributions, and only host contributions, cover the cost of the event. **This allows all other sponsorship funds – including Corporate Sponsorships – to go directly into the Paul Kirby Fund.** The money we've raised over nearly two decades is made possible only with the help of companies like yours.

This year's OctoTea on the terrace of the Long Center overlooking the skyline of downtown Austin is sure to be historic. If you would like more information on how you and your company can participate, please contact one of our corporate committee members below.

Mark Fisette	(512) 426-1556	mfisette@yahoo.com
David Burton	(512) 507-6382	David.Burton@5StarTexas.com
Lew Aldridge	(512) 293-1250	laldridge@alori.net
Clark Simenson	(512) 358-6648	clarksconnection@hotmail.com

Many thanks for your consideration.

Lew Aldridge

In Travis County there are more than 4,000 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/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.

For the last 19 years, The Octopus Club has been the host of **Hundreds of Fundraisers** and fun events. Last year we surpassed the million-dollar mark. Please join us in this special achievement by making a contribution to The OctoTea Dance, a dance party held at the Long Center for the Performing Arts with complimentary food, beverages and dancing. There are a variety of levels of sponsorship, with corresponding benefits. But the best benefit: knowing that you will make a real difference in the life of a neighbor facing the formidable challenge of living with 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.

And remember, every dollar counts!

Join us

Diamond

- Listed on pre-event mailers and advertisements with premier placement
- Multiple verbal recognitions as a sponsor at event, (over 1,000 attendees in 2007)
- Special signage at event, with premier placement
- Web site linkage from Octopus Club Website with premier placement
- Provided 10 tickets to event
- Premium logo placement on all OctoTea Materials (ie: t-shirts)

\$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
- Web site linkage from Octopus Club Web site with special placement
- Provided 6 tickets to event
- Logo placed on all OctoTea Materials (ie: t-shirts)

\$1,500-4,999

Gold

- Listed on pre-event mailers and advertisements
- Signage at Tea Dance – Gold level sponsor recognition
- Web site linkage from Octopus Club Web site
- Provided 4 tickets to event
- Logo Placed on all OctoTea Materials (ie: t-shirts)

\$ 500-1,499

Silver

- Signage at Tea Dance – Silver level sponsor recognition
- Web site linkage from Octopus Club Website
- Provided 2 tickets to event
- Logo Placed on all OctoTea Materials (ie: t-shirts)

\$ 250-499

Checks should be made out to:

AIDS Services of Austin/Paul Kirby Fund

PO Box 4874

Austin, TX 78765

Submitting Your Digital Artwork

In order to properly place, link and render your corporate sponsor logo in T-Shirts, Posters, Postcards and Print Advertising, we request that you submit your company web address (URL) along with images, artwork or logo in a digital or electronic format. We can work with a variety of digital formats and graphic design applications. Following is a list of the most common graphic design and layout applications that we can use.

- 300+ DPI JPEG or TIFF
- HiRes EPS (PostScript)
- HiRes AI (Adobe Illustrator)

Please submit your logo to:

Michelle Patterson (octoteapr@gmail.com)