



## Corporate Sponsorship

The Octopus Club and  
AIDS Services of Austin present  
The Twelfth Annual Octo Tea Dance



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/AIDS. In Travis County there are over 3,200 people living with HIV/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/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 have crossed million dollar mark in helping those in need with cash assistance for rent, utilities, medications, food, and other essentials.

The Octopus Club is unique in that volunteer host contributions and sponsorships cover the cost of the event. **This allows all other funds such as ticket sales and silent auction proceeds to go directly into the Paul Kirby Fund for emergency assistance.** Over the past 18 years, the Octopus Club has raised \$1,003,374.63 for the Paul Kirby Fund. That level of assistance was possible only through the sponsorship of 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.

David Burton (512) 507-6382 [David.Burton@5StarTexas.com](mailto:David.Burton@5StarTexas.com)

Lew Aldridge (512) 293-1250 [laldridge@alori.net](mailto:laldridge@alori.net)

Many thanks 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. With Medicaid payments as little as \$579 a month, life can throw our own community members 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 and sponsors.

For the last 18 years, The Octopus Club has been the host of **Hundreds of Fundraisers** and fun events. The OctoTea Dance is the largest of these events and is a dance party held at the Oasis with up to 1000 people. The price of admission includes complimentary food, three drink tickets, a nationally renowned DJ, a huge silent auction, a raffle, dancing and the Texas Sunset. There are a variety of levels of sponsorship, with corresponding benefits. But the best benefit of all is knowing that your sponsorship will help a person living with HIV or AIDS overcome a financial emergency and provide them with medication, food or a hand with the bills.

**This is how you and your company can help.**

**Every penny counts!**

# Join Us

<b>Diamond</b>	<ul style="list-style-type: none"><li>• Listed on pre-event mailers and advertisements with Premiere placement</li><li>• Multiple verbal recognitions as a sponsor at event</li><li>• Special Signage at event, with Premier placement</li><li>• Website linkage from Octopus Club Website with premier placement</li><li>• Provided 10 tickets to event</li><li>• Promotional item given as part of “gift bag” for each guest, if desired</li><li>• Premium Logo Placement on all Materials (<i>ie</i>: t-shirts, posters, postcards and in print media)</li></ul>	<b>\$5,000 and above</b>
<b>Platinum</b>	<ul style="list-style-type: none"><li>• Listed on pre-event mailers and advertisements</li><li>• Verbal recognition as a sponsor at event</li><li>• Signage at event – Platinum level sponsor recognition</li><li>• Website linkage from Octopus Club Website with special placement</li><li>• Provided 6 tickets to event</li><li>• Promotional item given as part of “gift bag” for each guest, if desired</li><li>• Logo Placed on all Materials (<i>ie</i>: t-shirts, posters, postcards and in print media)</li></ul>	<b>\$1,500-5,000</b>
<b>Gold</b>	<ul style="list-style-type: none"><li>• Listed on pre-event mailers and advertisements</li><li>• Signage at event – Gold level sponsor recognition</li><li>• Website linkage from Octopus Club Website</li><li>• Provided 4 tickets to event</li><li>• Promotional item given as part of “gift bag” for each guest, if desired</li><li>• Logo Placed on all Materials (<i>ie</i>: t-shirts, posters, postcards and in print media)</li></ul>	<b>\$ 500-1,500</b>
<b>Silver</b>	<ul style="list-style-type: none"><li>• Signage at Tea Dance – Silver level sponsor recognition</li><li>• Website linkage from Octopus Club Website</li><li>• Provided 2 tickets to event</li><li>• Logo Placed on Materials (<i>ie</i>: t-shirts, posters and postcards)</li></ul>	<b>\$ 250-500</b>

Checks should be made out to:

**AIDS Services of Austin/Paul Kirby Fund**

**PO Box 4874**

**Austin, TX 78765**

**Federal Tax ID: 74-2440845**

**Sponsorships are fully tax deductible in accordance with  
IRS Regulations under section 501(c) (3) of the Internal Revenue Code**

## **Submitting Your Digital Artwork**

In order to properly place and render your corporate sponsor logo in T-Shirts, Posters, Postcards and Print Advertising, we request that you submit your 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.

If your application or format is not listed, please consider emailing John Patterson ([gohornsgo99@hotmail.com](mailto:gohornsgo99@hotmail.com)) with your request.

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