



Octotea 16

Corporate Sponsor Appeal

OCTOTEA 16

The sixteenth annual OCTOTEA 16 Fundraiser is scheduled for October 8, 2011 at the Mexican American Cultural Center. The OCTOTEA 16 is the largest annual event hosted by the Octopus Club, a grassroots, 100% volunteer fund raising arm of AIDS Services of Austin dedicated to raising awareness and funds for the Paul Kirby Emergency Assistance Fund. Last year, OCTOTEA 16 raised over \$60,000.

Over the last 22 years, the Octopus Club has raised over \$1.6 million to provide assistance for the basic essentials of life: rent, utilities, medication and sometimes even food for those in our community living with HIV and AIDS.

This year the need for the fund has increased. The Centers for Disease Control estimates that more than 1.2 million Americans are living with HIV and AIDS and tens of thousands of new cases are diagnosed each year. More than 6,000 of our neighbors here in Central Texas are affected. At the same time, effective new drug therapies are keeping people with HIV healthy longer and dramatically reducing the death rate. The result of these trends is that more people than ever before are living with HIV and AIDS. The challenges of living with HIV and AIDS are immense. Due to the inability to work or to the costs of health care and medications, our neighbors with HIV and AIDS sometimes need our help when they face a financial crisis. When they have nowhere else to turn, the Paul Kirby Emergency Assistance Fund is a helping hand of last resort. Your company can help ensure that the helping hand is there.

OCTOTEA 16 is unique because volunteer host contributions cover the cost of the event. This allows every cent of your corporate contribution as well as every penny of the ticket price and every dollar spent at the event to go directly into the Kirby fund.

With over 1000 expected to attend this event, OCTOTEA 16 is a great place to show an affluent crowd that your business organization is community minded. Your company will receive significant additional exposure through our website and through our Facebook and Twitter campaigns. The sponsorship levels and benefits are listed below.

For more information on how your company can become a part of this great cause, please contact:

Lew Aldridge
(512) 293-1250
laldridge@alori.net

Many thanks for your consideration.

www.octopusclub.org



<p>PRESENTING SPONSOR! (\$10,000 and above)</p>	<ul style="list-style-type: none"> • Pre-event print, radio, and television advertisements with premier placement • Multiple recognitions as the Presenting Sponsor at event by emcee • Special "Presented By" signage at entrance to event • Your logo prominently placed on all materials as Presenting Sponsor • Multiple recognitions as a sponsor at event by emcee • Year-long website linkage from your logo on the Octopus Club website with Presenting Sponsor placement • Ten tickets to event • Table available at the event for your promotional activities, products, and signage Your logo will be featured on OCTOTEA 16 Facebook page with nearly 800 friends and Diamond Sponsors will be included in our Twitter releases.
<p>DIAMOND (\$5,000 and above)</p>	<ul style="list-style-type: none"> • Pre-event print, radio, and television advertisements with premier placement • Multiple recognitions as a sponsor at event by emcee • Special signage at event, with premier placement • Year-long website linkage from your logo on the Octopus Club website with premier placement • Eight tickets to event • Premium logo placement on all OCTOTEA 16 Materials • Table available at the event for your promotional activities, products, and signage • Your logo will be featured on OCTOTEA 16 Facebook page with nearly 800 friends and Diamond Sponsors will be included in our Twitter releases.
<p>PLATINUM (\$1,500-4,999)</p>	<ul style="list-style-type: none"> • Pre-event print, radio, and television advertisements • Recognition as a sponsor at event by emcee • Signage at event – Platinum level sponsor recognition • Year-long website linkage from your logo on the Octopus Club web site • Six tickets to event • Logo placement on all OCTOTEA 16 Materials • Table available at the event for your promotional activities and signage • Your logo will be featured on OCTOTEA 16 Facebook page with nearly 800 friends already viewing and Platinum Sponsors will be included in our Twitter releases.
<p>GOLD (\$500-1,499)</p>	<ul style="list-style-type: none"> • Signage at Tea Dance – Gold level sponsor recognition • Year-long website linkage from your logo on the Octopus Club web site • Four tickets to event • Your logo will be featured on OCTOTEA 16 Facebook page with nearly 800 friends already viewing and Gold Sponsors will be included in our Twitter releases • Logo Placed on all OCTOTEA 16 Materials
<p>SILVER (\$250-499)</p>	<ul style="list-style-type: none"> • Signage at Tea Dance – Silver level sponsor recognition • Year-long website linkage from your logo on the Octopus Club website • Two tickets to event • Logo Placed on all OCTOTEA 16 Materials s

JOIN US

Checks should be payable to: AIDS Services of Austin/Paul Kirby Fund PO Box 4874, Austin, TX 78765
Contribute by credit card at www.asaustin.org

SUBMITTING YOUR DIGITAL ARTWORK

Please submit your company web address (URL) along with images, artwork or logo in a digital or electronic format, so that they can be used on T-Shirts, Posters, Postcards and Print Ads. 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:

Mary Morrison:
littlearnshoppeofhorrors@gmail.com
(512.657.1764)

