



Dear Community Supporter:

Thank you for your interest in becoming a 2018 Red Dress Party San Diego (RDPSD) Sponsor. In the past three years, we have raised a total of \$58,000 towards our HIV/AIDS beneficiaries. We could not have achieved our level of success without our attendees, donors, supporters, and of course our valued sponsor partners.

We are certain that our event strikes a unique opportunity for sponsors because of the true need for local impact, the unique celebration we create, and the community we engage.

Impact: San Diego County still lags behind the state and country in key measures related to combating HIV and AIDS. Furthermore, there is limited public and private funding to be shared among all of the local HIV/AIDS organizations with ever more financial strain. By raising funds and awareness for our beneficiaries, we can deliver noticeable impact right here in San Diego.

Celebration: More than a fundraiser, RDPSD is a celebration of continued achievement, and with that, an opportunity for businesses and organizations to be recognized as progressive makers of change. By becoming a RDPSD Sponsor, your company aligns itself with our vision to celebrate impact and take a moment to find the “fun” in fundraising.

Community: From the beginning, we realized that RDPSD is an event for the community, and this has been demonstrated by fundraising through crowdsourcing, engaging with volunteers, and involving local and national businesses from the start. We hope to continue this sense of community by involving like-minded people and businesses with our mission. People like you.

Lastly, there is more to it than raising funds; our parent organization, Think Red Project, has another mission: to activate a new audience of philanthropists and a modern take on fundraising. This is being realized by creating events that are far from ordinary and are a mix of feel-good and fun-loving. Our website and social media data shows we are onto something:

- Approximately 75% of our audience are under the age of 45 years old
- Males 25-34 is the largest single sub-group, making up roughly 28% of our audience

For the fourth annual event in 2018, we are expecting over 800 guests and aim to raise \$30,000 for local HIV/AIDS services and programs. In order to achieve this goal, we will need unprecedented support from sponsor partners. Therefore, we hope you will join us in supporting our mission and become a sponsor of Red Dress Party San Diego.

Ever thankful,

The Red Dress Party San Diego Team
Presented by Think Red Project, Inc.
Registered 501(c)(3) nonprofit, EIN: 47-3088390
www.reddresspartysd.com



Please review the following sponsorship opportunities. We are also open to accepting other arrangements, such as in-kind donations of goods and pro bono professional services. We encourage you to open a dialog to explore any and all sponsorship opportunities of RDPSD.

RDPSD 2018 SPONSORSHIP AMENITIES		
Amenity & Description	Price	Availability
Presenter of VIP Lounge <ul style="list-style-type: none"> • Our high-profile VIP and LUXE guests are provided a place to lounge and relax, thanks to you • Includes co-branded signage on all cocktail tables and special shout-out at event and on social media 	\$4,500	One Exclusive Sponsor
Co-Branded Plastic Tumblers <ul style="list-style-type: none"> • Includes 2,500 plastic party cups with RDPSD and your company logo in the hands of every attendee 	\$2,750	One Exclusive Sponsor
Co-Branded Cocktail Napkins <ul style="list-style-type: none"> • Includes 5,000 napkins co-branded with RDPSD and your company logo 	\$2,250	One Exclusive Sponsor
Presenter of Information Desk <ul style="list-style-type: none"> • One of the visible spots of the night is the Information Desk, our lost & found, coat check, and central source of information for all attendees • Includes co-branded signage (poster on easel) and special shout-out at event and on social media 	\$1,250	One Exclusive Sponsor
Co-Branded Lanyards for RDPSD Staff <ul style="list-style-type: none"> • Our team is the first interaction our guests have at check-in; be a part of that first impression. • Includes 50 lanyards co-branded with RDPSD and your company name/logo 	\$750	One Exclusive Sponsor

Please see accompanying Sponsorship Notes on following page.



RDPSD 2018 SPONSORSHIP LEVELS	
Level/Value	Inclusions
RUBY \$2,500	<ul style="list-style-type: none"> ● Special recognition and/or co-branding at a pre-RDPSD event ● Up to one dedicated blog post with a topic TBD (subject to approval) ● Name/logo included in email blasts to RDPSD audience ● Company name/logo published on our website for approx. 9 months ● Five (5) social media mentions on both Twitter and Facebook ● Up to five (5) VIP tickets or ten (10) GA tickets to RDPSD event
ROSE \$1,000	<ul style="list-style-type: none"> ● Name/logo included in email blasts to RDPSD audience ● Company name/logo published on our website for approx. 9 months ● Two (2) social media mentions on both Twitter and Facebook ● Up to two (2) VIP tickets or four (4) GA tickets to RDPSD event
RED \$500	<ul style="list-style-type: none"> ● Company name/logo published on our website for approx. 9 months ● One (1) social media mention on both Twitter and Facebook ● Up to one (1) VIP ticket or two (2) GA tickets to RDPSD event

Sponsorship Notes for all Amenities and Levels:

- **Tickets:** Should sponsorship include tickets to RDPSD 2018 event, ticket quantity and type (i.e. VIP or GA) must be determined during sponsor onboarding. Sponsor may change tickets quantity/type up to two (2) weeks prior to event, pending availability.
- **Event Media:** company name/logo will be included on event media at the RDPSD event.
- **Company Logos:** Sponsor to provide flat (.png or .jpg) and vector (.eps or .ai) high-resolution files during sponsorship onboarding and at least thirty (30) days prior to event to ensure ample time to incorporate into printing/digital materials.
- **Tax Deduction:** Think Red Project, Inc. is a registered 501(c)(3) and your sponsorship is tax-deductible. Upon onboarding, you will receive your tax deduction letter.

Contact **info@reddresspartysd.com** or **619-800-5440**
for more information and to secure a sponsorship.

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