



Dear Community Supporter:

Thank you for your interest in becoming a 2019 Red Dress Party San Diego (RDPSD) Sponsor. In the past four years we have raised nearly \$100,000 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 community we engage, the need for local impact, and the unique celebration we create.

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.

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 evermore 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.

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:

- 7 out of 10 RDPSD Attendees are under the age of 45 years old
- People 25-34 is the largest single sub-group, making up roughly 36% of our audience

For 2019, we are setting the bar even higher. We are expecting over 1,000 guests and aim to raise \$45,000 for local HIV/AIDS services and programs. **In order to achieve this**

higher-than-ever 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
Registered 501(c)(3) nonprofit, EIN: 47-3088390



THINK RED
PROJECT



DRESS PARTY
SAN DIEGO

RDPDS 2019 SPONSORSHIP LEVELS

Level/Value	Inclusions
<p>DIAMOND \$5,000</p> <p>Only three available!</p>	<ul style="list-style-type: none"> ● Your own private Luxe Lounge with signage/branding opportunity ● Special recognition and/or co-branding at a RDPDS 2019 ● Ten (10) Luxe tickets to RDPDS 2019, which include: <ul style="list-style-type: none"> ○ Premium lounge furniture with seating for all ten (10) guests ○ Dedicated cocktail server and premium bar selections ○ Bottle service with your choice of available liquor or spirit
<p>RUBY \$2,500</p>	<ul style="list-style-type: none"> ● Special recognition and/or co-branding at a RDPDS 2019 ● Name/logo included in email blasts to RDPDS audience ● Five (5) VIP tickets to RDPDS 2019
<p>ROSE \$1,000</p>	<ul style="list-style-type: none"> ● Name/logo included in email blasts to RDPDS audience ● Two (2) VIP tickets to RDPDS 2018
<p>RED \$500</p>	<ul style="list-style-type: none"> ● One (1) VIP ticket or two (2) GA tickets to RDPDS event

All Sponsor Levels include:

- Company name/logo published on our website for approx. 9 months
- Dedicated social media mention on both Facebook and Instagram
- Company name/logo will be included on event media at the main RDPDS event

Additional notes:

- **Tickets:** All sponsorship tickets will be released upon receipt of payment to our designated point of contact, and it will be their responsibility to distribute tickets to their attendees. Any request for additional tickets must go through either a Change in Sponsorship Agreement or can be secured, pending availability, via our ticketing website.
- **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 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.