



2021 AGENCY



PARTNERSHIP

An AGENCY PARTNERSHIP takes your commitment to AFH’s mission to End the HIV Epidemic in Houston to the next level. It allows us to elevate your contribution throughout the year beyond a single event or program. This strengthens our relationship and your dedication to the communities that we serve through your generosity and brand awareness. As an Agency Partner, you are listed as an Underwriter at your contribution level and provided event/program benefits, per the benefit matrix for each, AND included in everything that we do throughout the year.

AGENCY PARTNER BENEFITS

✘ Inclusion of Logo/Name in all event media, print, web and digital platforms at given underwriter/agency partner level:

- Event e-blasts (20K+ reach)
- Quarterly e-Newsletters (20K+ reach)
- Event and Campaign mailers (8K reach)
- Print ads and campaigns
- Social and Digital ads and campaigns
(Organic 15K+) (Paid 500K+) (Website 3K/month)

✘ VIP Tickets to Walk to End HIV – AIDS Walk Houston post-event Happy Hour

✘ Invitation to “A Day at Camp Hope”

✘ Invitation to our AFH programs and housing communities

✘ Invitation to VIP World AIDS Day Event Happy Hour

✘ Designated Agency Partner table at World AIDS Day Event

✘ Recognition on the AFH Agency Partner webpage (logo/name and hyperlink – per level)

✘ Recognition as an AFH Agency Partner in the Agency Partner Spotlight on the homepage of the AFH website (rotation of logo/name and hyperlink)

✘ Featured in our Agency Partner Social Media Spotlight (logo/name and hashtag/tagging)

- \$25K+ (12 times per year)
- \$15K (10 times per year)
- \$10K (8 times per year)
- \$5K (6 times per year)
- \$3K (4 times per year)
- \$1,500 (2 times per year)

✘ Agency Partner Spotlight in Quarterly Newsletter (logo/name and hyperlink)

- \$25K+ (Logo)
- \$15K (Logo)
- \$10K (Logo)
- \$5K (Name)
- \$3K (Name)
- \$1,500 (Name)

✘ Recognition in our Annual Agency Impact Report

✘ Invitations to Agency Partner Happy Hours and Dinners with the Board and AFH Leadership

✘ Verbal recognition at all events and activities throughout the year as an Agency Partner

✘ Invitations to Agency Partner and Community Partner events throughout the year

✘ Annual Agency Partner gift and special swag items

For more information, contact Derrick M. Brown, Chief Development Officer | BrownD@AFHouston.org | Cell/Text: 214-384-1188

AIDS Foundation Houston, Inc. | 6260 Westpark, Suite 100 | Houston, Texas 77057

713-623-6796 Tel | 713-623-4029 Fax | www.AIDShelp.org