



Branding Opportunities

Mixing Philanthropy + Business to
Support the HIV/AIDS Service Community

EXECUTIVE SUMMARY

Our Mission

Al Sura, Inc. is a 501(c)(3) non-profit public charity foundation whose mission is to improve communication, education, and promotional awareness in the fight against HIV/AIDS within the African-American community. Al Sura endeavors to reach out within our community through social marketing and fundraising opportunities while providing leadership training to individuals and organizations providing HIV/AIDS support targeted to people of color.

Our Core Values

INTEGRITY / Act ethically and with integrity to protect our organization's reputation. Create an environment that incorporates, promotes, fosters and establishes a bond of trust within the community that will enhance our ability to connect and partner with other organizations which will ensure our ability to penetrate and expand our support base through our philanthropic efforts. **TRUST** / Connect, operate, and incorporate an unquestioned and trusted brand to our stakeholders and supporters through measured progress and clear communication. **CONNECTION** / Promote a linear and sincere connection with local civic groups and grassroots organizations. Address and bridge existing gaps, real or perceived, between factions within the HIV/AIDS community. Establish rich, rewarding ties between all stakeholders in environments that will produce positive and measured results. **CULTURAL AWARENESS** / Enhance our self-worth and well-being by providing social-marketing programs that promote HIV/AIDS awareness while offering a variety support and intervention systems.

Our History

Al Sura, Inc. was formed September 18, 2008 for the purpose of addressing the HIV/AIDS epidemic here in the Washington, DC Metropolitan Area. With the downturn in the economy and the decrease in prevention funding, the Board of Al Sura began to raise funds and awareness to address the need for prevention measures especially in the African American Community, where the prevalence of HIV/AIDS is the highest.

Why We Are Doing It

- **76.2%** of all people living with HIV/AIDS cases in Washington, DC are black.
- **92%** of newly reported HIV/AIDS cases in Washington, DC were black.
- **91%** of all women living with HIV/AIDS are black.
- **93.2%** of newly reported AIDS cases in women are black women.

CONTACT INFORMATION

Rahim Briggs, Board President

Al Sura Foundation, Inc. / P.O. Box 30915 / Washington, DC 20030

whiteattireaffairdc@yahoo.com / www.alsura.org

BRANDING OPPORTUNITIES PER EVENT

OPPORTUNITY	PLATINUM (\$3500)	GOLD (\$1500)	SILVER (\$750)	BRONZE (\$500)
EVENT RECOGNITION				
Banner At All Events	Yes			
Opportunity to address the audience	Yes			
Company Materials at Events*	Yes	Yes	Yes	
Company Materials in VIP Bags*	Yes	Yes	Yes	Yes
PRESS RECOGNITION				
Press Release Announcing Sponsorship	Yes			
Name Recognition on Press Boiler Plate	Yes	Yes		
PROMOTIONAL RECOGNITION				
Name and/or Logo Recognition On Facebook Page	Yes	Yes		
Name Recognition on Calendar Entries	Yes	Yes		
Name and/or Logo Recognition On Community Partner Emails	Yes	Yes		
Name and/or Logo Recognition On Promotional Partner Emails	Yes	Yes	Yes	
Name and/or Logo Recognition on Advertisements	Logo	Logo	Logo	Name
Name and/or Logo Recognition On Palm Cards*	Yes	Yes	Yes	Yes
Name and/or Logo Recognition On Flyers*	Yes	Yes	Yes	Yes
Name and/or Logo Recognition On Emails	Yes	Yes	Yes	Yes
Name and/or Logo Recognition On Website	Yes	Yes	Yes	Yes
Name and/or Logo Recognition On Facebook Invites	Yes	Yes	Yes	Yes
MISC				
Complimentary Tickets To All Events	8	6	4	2
End of Year Thank You Party	Yes	Yes	Yes	Yes

**where applicable*

EVENT LINE UP**

JAM

Saturday, July 3rd / 9:00 PM – 2:30 AM / Mova / 1435 P Street, NW

Al Sura, Inc. partnered with B.O.I. Marketing to engage in expanding its HIV/AIDS awareness mission programs in non-traditional environments with proceeds benefiting Al Sura.

BLACK AND WHITE AFFAIR

Tuesday, July 6th / 6:30-9:30 PM / Location TBA

Al Sura, Inc. partnered with DC Black Pride to engage in expanding its HIV/AIDS awareness mission programs in non-traditional environments with proceeds benefiting Al Sura.

WHITE ATTIRE AFFAIR

Saturday, July 17th / 7-1 AM / Longview Gallery / 1234 9th Street, NW

For 10 consecutive years, the White Attire Affair, a nationally herald event attended by thousands of mostly African Americans, raised thousands of dollars to assist HIV/AIDS providers in Washington, DC and surrounding geographical areas. The White Attire Affair will be just one of several planned social marketing events across the Mid-Atlantic region.

BLACK CHERRY

Thursday, August 19th / 6:30-9:30 PM / 30 Degrees / 1639 R Street, NW

Al Sura, Inc. partnered with The Cherry Fund to engage in expanding its HIV/AIDS awareness mission programs in non-traditional environments with proceeds benefiting Al Sura.

WORLD AIDS DAY CONCERT

Thursday, December 2nd / 6:30-9:30 PM / EFN Lounge / 1318 9th Street, NW

Al Sura, Inc. partnered with local businesses and Nightlife Partners to host it first annual World AIDS Day Concert which featured spoken word, live entertainment and music.

***Additional Events will be added as the year progresses*

COMMITMENT FORM

PLEASE INDICATE THE LEVEL OF YOUR DESIRED SPONSORSHIP:

- | | | | |
|-----------------------------------|-----------|---------------------------------|-----------|
| <input type="checkbox"/> Platinum | (\$3,500) | <input type="checkbox"/> Gold | (\$1,500) |
| <input type="checkbox"/> Silver | (\$750) | <input type="checkbox"/> Bronze | (\$500) |

CONTACT INFORMATION

Contact Name

Secondary Contact Name

Company

Address

City/State/Zip

Phone Number

Primary Email

PAYMENT INFORMATION

- Check Enclosed: Payments Can Be Mailed to:
Al Sura, Inc. / PO Box 30915 / Washington, DC 20030

Please bill the following amount: \$_____ Visa MasterCard

Name on Card

Card Number

Expiration Number

Authorized Signature

- Sponsorship payments can be made online at <https://www.hulahub.com/event?id=104405>*