

YCAP

SPONSOR BRIEF

2024

40 Years of CAP



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About CAP

Our Mission

Founded in 1983 and incorporated in 1985 as the Cascade AIDS Project, CAP is the oldest and largest community-based provider of HIV services, housing, education and advocacy in Oregon and Southwest Washington.

We promote well-being and advance equity by providing inclusive health and wellness services for LGBTQ+ people, people affected by HIV, and all those seeking compassionate care. When the need for affordable, accessible, and culturally affirming primary care services was identified as a community need, we responded by opening Prism Health in 2017. And in 2022, Our House of Portland joined the CAP family to further expand our service offerings and allow us to offer a full lifecycle of care to our community.

Because of sponsors like you, CAP has the resources needed to combat HIV transmission, expand our community outreach and education programs, provide direct client support services, offer free and confidential HIV/STI testing, grow our programming to include Southwest Washington, and maintain the region's first LGBTQ+ primary healthcare practice. To learn more about CAP, please visit www.capnw.org.



About CAP

Programs:

- Prevention, Housing, and Support Services
- Aging Well
- Our House of Portland
- Prism Health Belmont
- Prism Health Morris (Opening 2024)
- CAP SW Washington, Vancouver and Longview

Services:

- HIV/STI Testing
- Medical Case Management
- Housing Services
- Primary Care
- Behavioral Health
- Health Insurance Navigation
- HIV Support + Health Information
- Support Services
- Aging Services
- Social Support Groups
- Camp Kids Connection

To learn more about these services, please visit us at capnw.org.

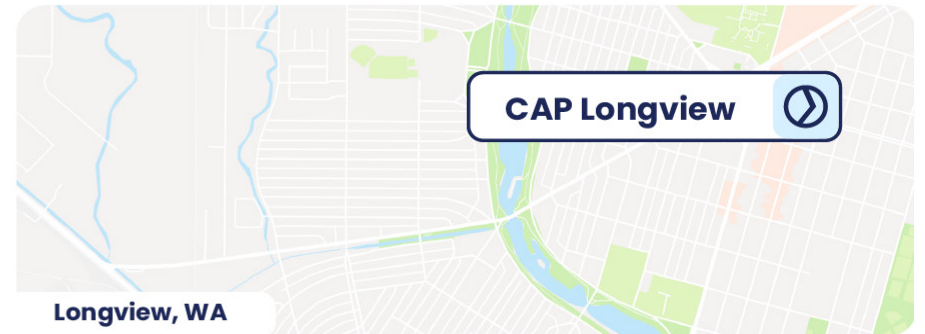
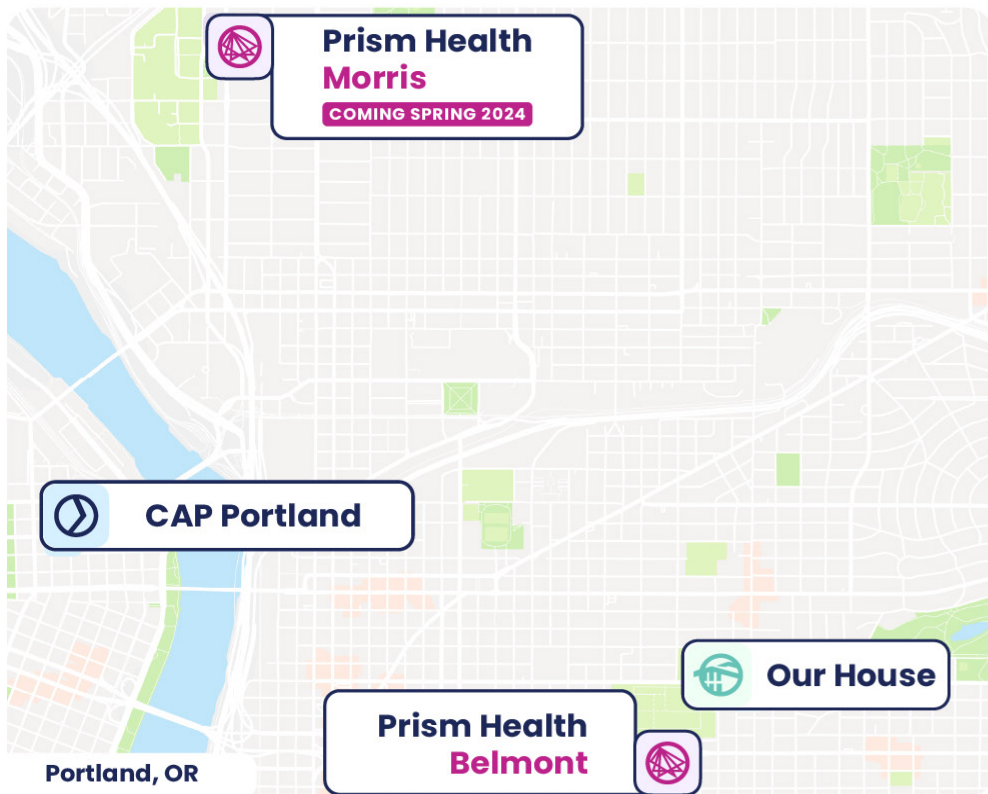
There are many ways to get involved with CAP in 2024 and we hope you will join us as a sponsor in a way that is meaningful to your or your company.

About CAP

Our Service Areas

WHERE WE CALL HOME

CAP + OUR HOUSE + PRISM HEALTH



Ways to Partner as a CAP Sponsor

CAP offers many opportunities for companies and individuals to partner in sponsorship—for the entire year, or for specific events and programs.

FULL YEAR SPONSORSHIPS

- Rainbow Sponsor | \$100,000
- Red Ribbon Sponsor | \$50,000

EVENT SPONSORSHIPS

- Art Auction & After Party | \$4,000-\$40,000
- AIDS Walk Northwest | \$1,000-\$25,000
- Capitol Idea! | \$1,000-\$10,000

PROGRAM SPONSORSHIPS

- Esther's Pantry Mobile Billboard | \$1,000-\$7,500
- Camp KC (Kids Connection) | \$1,000-\$10,000

IN-KIND SPONSORSHIPS

An in-kind donation is a non-cash gift made to a nonprofit organization, such as goods, services, time, and expertise. Individuals and businesses can all make in-kind donations. CAP depends on over \$450,000 worth of in-kind goods and services to support its operations throughout the year.

Full Year Sponsorships

Rainbow Sponsor | \$100,000

The Rainbow Sponsorship is CAP's highest level of support, provides recognition at all events listed in this brief, and allows the partner company or individual to tailor their benefits in collaboration with CAP. This level of sponsorship provides an utterly unique year of experiences for the partner, including continuous visibility, as CAP's principal supporter for 2024.

Red Ribbon Sponsor | \$50,000

This year-long sponsorship not only provides recognition and visibility at both CAP's annual Art Auction and AIDS Walk Northwest, but it will also highlight your dedication to building a deep partnership with CAP while advancing equity in our community. This sponsorship allows you to grow your brand's identity as both an ally and advocate of CAP and the community we serve.



CAP Art Auction & After Party

March 16, 2024

Started by a group of community activists and the arts community in 1989, Cascade AIDS Project's iconic Art Auction & After Party is considered one of Portland's keystone fundraisers. This event has brought together thousands of artists, gallerists, patrons, and community leaders for one unique night to raise funds, to end stigma, and to provide support to those living and affected by HIV and AIDS.

This fabulous evening of art, community, and celebration will support the essential programs and services that CAP provides. We are thrilled for you to join us!



**CAP ART
AUCTION
& AFTER
PARTY**

Art Auction & After Party

Sponsorship Opportunities

SPONSORSHIP
INFORMATION

Matt Carron
mcarron@capnw.org

BENEFITS AT A GLANCE

	Presenting * \$40,000	Gold \$20,000	After Party * \$10,000	Silver \$10,000	Photography * \$5,000	Bid Card * \$5,000	Bronze \$5,000	Table Host \$3,500
CAP Art Auction & After Party "Presented by X"								
Speaking opportunity at the event								
Elevated Dinner Experience	★							
(Optional) Participating Artist Seated at your Table	★	★	★					
Sponsor Recognition on Invitation & other digital and print event marketing materials & promotional items	Logo	Logo	Name					
Unique Sponsor Recognition opportunity with sponsorship-specific benefit *		★		★	★			
Opportunity to customize your benefits	★	★	★	★	★			
Ad in Auction Catalog	Full	Half	Half	Logo	Logo	Logo		
Sponsor Recognition during Live Program	Logo	Logo	Logo	Logo	Logo	Name	Name	
Sponsor Recognition on event website & in social media campaigns	Logo	Logo	Logo	Logo	Logo	Logo	Name	
Table for 10 with 3 course meal, wine, & admission to After Party for each guest	One	One	One	One	One	One	One	

CLAIMED FOR 2024 • CLAIMED FOR 2024 • CLAIMED FOR 2024

*Limit One Per Year

AIDS Walk Northwest

September 14th, 2024

For over 35 years, Cascade AIDS Project has led AIDS Walk Northwest on the streets of Portland. We gather each year to celebrate life, reduce HIV stigma, and remember those lost to HIV and AIDS.

AIDS Walk Northwest continues to provide a unique opportunity for CAP, our supporters, our sponsors, and our community partners to gather and rally to raise awareness.

We walk not only to remind people that we have all been affected by HIV and AIDS somehow in our lives, but also to remind our community that HIV continues to impact millions in the United States who need organizations like CAP to continue to live happy, healthy lives.

AIDS Walk Northwest is CAP's most public-facing event, with thousands of walkers in Oregon & Washington who participate with the financial support of their friends and family from across the country.



AIDS Walk Northwest

Sponsorship Opportunities

SPONSORSHIP
INFORMATION

Matt Carron
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BENEFITS AT A GLANCE

	Presenting* \$30,000	Champion \$10,000	Advocate* \$7,500	Photography* \$5,000	Ally \$5,000	Hydration** \$2,500	Friend \$1,000
AIDS Walk Northwest "Presented by X"	★						
Speaking opportunity at the event	★						
Sponsor Recognition on select digital and print event marketing materials & promotional items	Logo	Logo	Name				
Opportunity to customize your benefits	★	★	★	★	★		
Unique Sponsor Recognition opportunity with sponsorship-specific benefit*	★		Brunch		Photos	H2O Station	
Sponsor Recognition on event website & in social media campaigns	Logo	Logo	Logo	Logo	Logo	Name	
Invitation to Advocate's Brunch	15 Guests	10 Guests	10 Guests	8 Guests	6 Guests	4 Guests	2 Guests
Sponsor Recognition during Live Program	★	★	★	★	★	★	★
Tent for promotional purposes at the event	10x20	10x10	10x10	10x10	10x10	10x10	10x10
Collateral inserted in walker bags	★	★	★	★	★	★	★

*Limit One Per Year | **Limit Four Per Year

Capitol Idea!

Fall 2024 Date - To Be Determined

Capitol Idea! is the annual happy-hour fundraiser for CAP's Public Policy & Advocacy program. Since the beginning of the AIDS epidemic, people living with HIV and their allies have understood the vital importance of speaking up for their well-being. As the AIDS activism organization ACT UP iconically put it, "Silence = Death."

Today, CAP follows in this rich tradition by advocating at the local, state, and federal levels for public policies that promote the health and wellness of people living with HIV, LGBTQ+ communities, and people of color.

For more information contact Jonathan Frochtz wajg, CAP's Public Policy and Grants Manager, at jfrochtz wajg@capnw.org.




Capitol Idea!

Sponsorship Opportunities

SPONSORSHIP
INFORMATION

Jonathan Frochtzwajg
jfrochtzwajg@capnw.org

BENEFITS AT A GLANCE				
	Advocacy \$10,000*	Hero \$5,000	Champion \$2,500	Ally \$1,000
Advocacy Sponsor Recognition on CAP's Public Policy page through 2025	★			
Speaking opportunity at the event	★			
VIP tickets to the CAP Art Auction & After Party	4 Guests	2 Guests		
Private briefing after the 2025 Legislative Session	★	★		
Sponsor Recognition during Live Program (verbal)	★	★	★	
Sponsor Recognition in CAP's Monthly Newsletter (audience of 7,500)	Logo	Logo	Logo	
Sponsor Recognition on CAP's Social Media Channels (audience of 25,000+)	Logo	Logo	Logo	
Sponsor Recognition at the event (visual)	Logo	Logo	Logo	Name
Sponsor Recognition in digital marketing	Logo	Logo	Logo	Name
Event Tickets (includes appetizers & drinks)	20 Guests	10 Guests	4 Guests	2 Guests

***Limit One Per Event Year**

Esther's Pantry Mobile Billboard

Year-Round

The Esther's Pantry van is vital to the daily operations of this incredible community resource and allows us to continue providing our clients with access to over 200 pounds of fresh food each week.

You have an exciting and unique opportunity to become a sponsor for this van, travelling to over 15 local neighborhoods. In return, you will receive a full-color graphic on this mobile billboard's back panel, additional event sponsorship benefits, social media posting, and much more!

MAKE AN IMPRESSION!

Monday - 38.9 Miles
Tuesday - 21.9 Miles
Wednesday - 28 Miles
Thursday - 28 Miles
Friday - 33.6 Miles
=122.4 Miles Per Week

BE IN GOOD COMPANY!

- Dave's Killer Bread
- Misfits Market
- New Seasons
- Whole Foods
- Oregon Food Bank
- Fred Meyer
- Natural Grocers
- Our House
- Cascade AIDS Project
- Grocery Outlet - Flavel
- IKEA
- Swire Coca-Cola



Esther's Pantry Mobile Billboard

Sponsorship Opportunities

SPONSORSHIP
INFORMATION

Matt Carron
mcarron@capnw.org

BENEFITS AT A GLANCE

	Gold * \$10,000	Silver * \$5,000	Bronze ** \$2,500
Annual Pantry Sponsor Recognition on Esther's Pantry page during 2024	★		
Tickets to the CAP Art Auction	4 Guests	2 Guests	
Tickets to the CAP Art Auction After Party	4 Guests	2 Guests	2 Guests
Ad in Art Auction Catalog	Half	Logo	None
Sponsor Recognition on CAP Website	★	★	★
Sponsor Recognition on CAP's Social Media Channels (audience of 25,000+)	★	★	★
Pantry Van Graphic	1/2 Panel	1/3 Panel	1/4 Panel

Pantry Van Graphic Layout



*Limit One Per Year | **Limit Two Per Year

Camp KC (Kids Connection!)

August 2024

Camp KC (Kids Connection!) is a fun and safe summer camp experience for children ages 5-15 who are living with or affected by HIV/AIDS. Camp KC is a free, week-long overnight camp located on the Oregon Coast that is supported by donations, grants, sponsors, and approximately 50 volunteers.

Some camp activities include swimming in the lake, arts and crafts, music and dance classes, nature hikes, canoeing on the lake, drama, and archery. Additionally, there are a ton of all-camp activities that typically occur in the evenings after dinner. These activities include a camp dance, a daytime carnival with games and prizes, a movie night outside, and Camp KC's Got Talent (talent show).



Camp KC

August 2024

SPONSORSHIP
INFORMATION

Matt Carron
mcarron@capnw.org

BENEFITS AT A GLANCE

	Platinum * \$10,000	Gold ** \$5,000	Silver \$2,500	Bronze \$1,000
Annual Camp Sponsor Recognition on Camp KC page during 2024	★			
Tickets to the CAP Art Auction	4 Guests			
Camp KC Visitor's Day Sponsor Booth	★			
Tickets to the CAP Art Auction After Party	10 Guests	8 Guests	6 Guests	2 Guests
Sponsor Recognition on CAP Website	Logo	Logo	Logo	Name
Sponsor Recognition on CAP's Social Media Channels (audience of 25,000+)	★	★	★	★
Invitation to Camp KC Visitor's Day	★	★	★	★

*Limit One Per Year | **Limit Two Per Year

In-Kind Sponsorship

In-kind donations play a major role in CAP's daily operations. We are grateful for the multitude of resources our supporters continue to offer CAP to ensure equitable access to care. In-kind donations help CAP access goods and services that would otherwise be unaffordable, or the donation might free up resources that could be spent on direct client programs and support.

Examples of in-kind donations are:

- Bulk food for Esther's Pantry
- Clothing for Todd's Corner
- Donated product like wine or snacks for our public events

If you are interested in a sponsorship arrangement that includes offering in-kind, please reach out to Chai Aslot, at caslot@capnw.org.





THANK YOU!

We cannot thank you enough for supporting the critical services our community needs! Your generous support to CAP not only fights to end HIV transmission, but challenges stigma and provides equitable and culturally specific access to primary and behavioral healthcare.

Your commitment to the well-being of the LGBTQ+ community and those affected by HIV and AIDS inspires CAP's efforts. On behalf of our staff, board, volunteers, clients, and residents, thank you for supporting our agency and, most importantly, our community.

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CAP