

# 36<sup>th</sup> WALK TO END HIV

SPONSORSHIP OPPORTUNITIES



WHITMAN-WALKER  
Foundation



**Make a meaningful impact by  
sponsoring the Walk To End HIV.**

**Join us on the campus of Saint  
Elizabets to see the future we are  
creating together!**

**For almost fifty years, Whitman-Walker has been part of the fabric of the local DC and national community** as first responder and care-provider for those living with HIV; a leader in LGBTQ care and advocacy; a research center working to discover breakthroughs in HIV treatment; and one of DC's most trusted partners during the COVID-19 pandemic. We envision a society where all people are seen for who they are, treated with dignity and respect, and afforded equal opportunity to health and wellbeing.

**HIV is still impacting the DC community in astronomical ways.** Two percent of adults in DC are known to have HIV, many more are infected but don't know their status and young people ages 13 to 24 represent nearly 20% of new HIV diagnoses.

**The Walk to End HIV is more than just a fundraiser at Whitman-Walker.** The walk symbolizes that the fight to end HIV and stop the stigma surrounding HIV will take the entire community's support and commitment.

Join us to walk or run. Join us to engage with community. **Join us to fight stigma, save lives and end HIV!**



# About Whitman-Walker

Through multiple locations throughout DC, we provide stigma-free care to anyone who walks through our doors. We are proud and honored to be a place where the gay, lesbian, bisexual, transgender and queer communities, as well as those living with or affected by HIV feel supported, welcomed and respected.

In the year 2021, in spite of challenges related to COVID-19, Whitman-Walker:

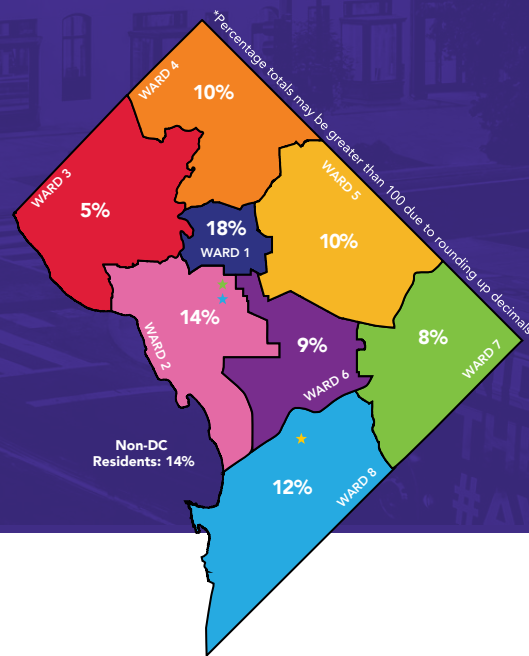
- Provided care to 15,909 patients;
- Provided care to our communities through more than 110,697 unique visits;
- Provided its first full year of telehealth care through 41,107 virtual visits.

We strive to be a place where we see the person first; a healthcare home where you will be treated with the dignity, respect and love.

## Where do our patients live?

- ★ 1525 Health Center
- ★ Max Robinson Center
- ★ Whitman-Walker at LIZ

DC Residents: 68%    Ward Unknown: 32%



## Our Services

- Primary Medical Care
- Dental Care
- Behavioral Health
- HIV/STI Testing & Prevention Services including our PrEP Clinic
- Transgender & Gender Expansive Care Navigation
- Policy & Advocacy
- Substance Use Treatment & Addiction Services
- Medical Training & Education
- Research
- Legal Services
- Public Benefits & Insurance Navigation
- Youth Programs & Wellness Services
- Special Community Events & Cultural Programs
- Northwest & Southeast Pharmacy Services
- Peer Support Services

# Who We Serve

## Sexual Orientation

**39%** Gay or Lesbian  
**31%** Heterosexual  
**17%** Unknown  
**10%** Bisexual  
**3%** Other

## Race/Ethnicity

**42%** White  
**39%** Black or African American  
**12%** Declined to Specify  
**3%** Asian  
**1%** More than one race  
**1%** American Indian and/or Alaskan Native  
**<1%** Unknown

## Insurance

**36%** Private  
**35%** Public  
DC Medicaid: 63%  
Medicare: 20%  
MD Medicaid: 5%  
VA Medicaid: 2%  
DC Alliance: 9%  
Other: 1%  
**18%** Unknown  
**11%** Self-Pay, Sliding Fee Scale or Uninsured  
Sliding Fee Scale: 50%  
Self-Pay: 42%  
Single Case Agreements: 5%  
Uninsured: 2%

## HIV-Related Care

**77%** HIV Negative  
**23%** HIV Positive

**Your company can make an impact. A sponsorship of the 36th Annual Walk to End HIV gives us the opportunity to do so many things for community including:**

Expand supportive services for LGBTQ seniors who are HIV positive including peer support programs and events to combat isolation

Provide free testing services every Tuesday and Thursday evening through our Sexual Health & Wellness Free Evening Clinics

Expand the Whitman-Walker PrEP clinic to make it easier for young people and those who may be at risk to start and adhere to a prevention regimen

Help us to operate one of the few mobile HIV testing vans in DC so that at-risk communities have the prevention and education they need, and we can help to break down HIV testing barriers



# Company Lunch & Learn

## Date of your choosing

Let our team join your team for a lunch to learn about Whitman-Walker and our services as well as how your crew can support our largest annual event. You supply the food. We'll supply an interesting way for your employees to learn about the community where they live and how your company can reach your corporate social responsibility goals.

To book, email **Lacey Seitz** at [lseitz@whitman-walker.org](mailto:lseitz@whitman-walker.org).

# T-Shirt Pick-Up

## Saturday, October 21-22

Join us at LIZ or at Gateway DC at Saint Elizabeths campus to get your gear for the **36th Annual Walk to End HIV**. Our staff will be on site to help last minute registrants as well as make sure you have everything you need to get your team ready for walking and running on Saturday, October 22nd.



**Fri, Oct 21<sup>st</sup>**  
LIZ 1377 R St. NW 20009

**Sat, Oct 22<sup>nd</sup>**  
2700 MLK Jr Ave SE 20032

# Walk & Run Day

Saturday, October 22

9AM - 12PM

This is the day! Get out with your employees, friends and/or family and walk or run to help us fight HIV. Join us as we come back together in our new location at Gateway DC Pavilion. On our new route, you will have the opportunity to walk past our new Max Robinson Center. We will also have many other event day surprises for you to enjoy as we come back together in person to walk to end HIV.

- 9:00AM** Rally at Gateway DC Pavilion
- 10:00AM** Walk Steps Off
- 10:40AM** Post Walk Celebration including food trucks, entertainment and activities.

**Your support will ensure that  
Whitman-Walker's mission will continue, and  
we can bring even more people into care.**



# The New Max Robinson at St. Elizabeths Campus

In 2023, we will open a new state-of-the-art Max Robinson Center on the campus of Saint Elizabeths in Southeast Washington. From there, Whitman-Walker Health will provide greater access to stigma-free and affirming care to even greater numbers of DC residents. Whitman-Walker Institute will also open its new headquarters at this location where we will be able to produce even more research, education and advocacy with and for the community.

## At the New Max Robinson Center we will:

- Expand access to health care from 5,000 patients in Southeast to 15,000
- Increase youth services and care with a youth designated waiting room and increased behavioral health
- Create education and research programs that allow Whitman-Walker to be the national voice and leader in studies and course work
- Expand access to free legal services
- Provide sexual health testing and care to even greater numbers of people
- Hire at least 100 more people to care for community
- Expand programs for substance use treatment and recovery
- Provide radiology and mammography services



## Our Namesake, **Max Robinson**

Maxie Cleveland "Max" Robinson, Jr. was a pioneering journalist and a trailblazer. He began his television career in 1959, when he was hired in Portsmouth, Virginia. Due to prevalent racial discrimination and fear of audience backlash, he read the news while hidden behind a slide of the station's logo. One night, he removed the slide so that viewers could see his face. He was fired the next day. Before rising to national prominence, Max was DC's own hometown guy at WRC-TV -- the first Black co-anchor on a local television news broadcast. While not publicly disclosing his HIV status during his lifetime, Max brought early attention to HIV in Black communities.

Privately, Max hoped that his death would call attention to HIV in the Black community. Thus, five years after his death, when Whitman-Walker opened our center east of the river, Max Robinson was a natural choice as a namesake, given his connection to Washington, to Anacostia specifically, and as someone who demanded to be seen, and who throughout his life--and even in death--resisted powerful cultural forces of silence, erasure, and destruction.

In remembering and honoring Max and his incredible legacy, we recommit in the present to serving community, fighting stigma, and seeking health equity for all. Please join us.



## **Presenting Sponsor**

### **\$100,000**

- Industry category exclusivity
- Listed with event title as follows:
  - Walk to End HIV – Presented by (Sponsor Logo)
- Logo placement as Presenting Partner in the following event items:
  - Signage
  - T-Shirts
  - Website Homepage
  - Advertisements
- Listing in event-related news releases and included in media announcements
- Complimentary t-shirt for registered participants
- License to use Walk to End HIV logo throughout 2022
- Opportunity to provide branded incentive to Walk participants
- Sponsor Profile in Annual Report
- Exhibition booth near the main stage and Walk step-off point
- Recognition at event during stage program
- Opportunity for CEO or designee to address event attendees during stage program

## **Premier Partner**

### **\$50,000**

- Logo placement as Premier Partner in the following event items:
  - Signage
  - T-Shirts
  - Website
  - Advertisements
- Listing in event-related news releases and included in media announcements
- Complimentary t-shirt for registered participants
- License to use Walk to End HIV logo throughout 2022
- Opportunity to provide branded incentive to Walk participants
- Listing in Annual Report
- Exhibition booth near the main stage and Walk step-off point
- Recognition at event during stage program

## **Walk Partner**

**\$25,000**

- Logo placement as Walk Partner in the following event items
  - Signage
  - T-Shirts
  - Website
  - Advertisements
- Listing in event-related news releases and included in media announcements
- Complimentary t-shirt for registered participants
- License to use Walk to End HIV logo throughout 2022
- Opportunity to provide branded incentive to Walk participants
- Listing in Annual Report
- Recognition at event during stage program

## **Red Ribbon Partner**

**\$10,000**

- Logo placement as Presenting Partner in the following event items:
  - Signage
  - T-Shirts
  - Website
  - Advertisements
- Listing in event-related news releases and included in media announcements
- Complimentary t-shirt for registered participants
- License to use Walk to End HIV logo throughout 2022
- Listing in Annual Report

## **PLATINUM PARTNER**

**\$7,500**

- Logo placement as Platinum Partner on event website and t-shirt
- Complimentary t-shirt for registered participants
- Listing in Annual Report

## **GOLD PARTNER**

**\$5,000**

- Logo placement as Gold Partner on event website and t-shirt
- Complimentary t-shirt for registered participants
- Listing in Annual Report

## **SILVER PARTNER**

**\$2,500**

- Logo placement as Silver Partner on event website
- Complimentary t-shirt for registered participants
- Listing in Annual Report

## **BRONZE PARTNER**

**\$1,000**

- Listing as Bronze Partner on event website
- Complimentary t-shirt for registered participants
- Listing in Annual Report

## **COPPER PARTNER**

**\$500**

- Listing as Copper Partner on event website
- Complimentary t-shirt for registered participants
- Listing in Annual Report





## SPONSORSHIP COMMITMENT FORM

Sponsor Company/Organization Name:

Contact:

Address:

City:

State:

Zip:

Phone:

Email:

### LEVEL OF SPONSORSHIP

Presenting Partner: \$100,000

Red Ribbon Partner: \$10,000

Silver Partner: \$2,500

Premier Partner: \$50,000

Platinum Partner: \$7,500

Bronze Partner: \$1,000

Walk Partner: \$25,000

Gold Partner: \$5,000

Copper Partner: \$500

### PAYMENT TYPE AND INFORMATION

#### Credit Card

Card Type      VISA      MC      AMEX      Discover

Card Number:

Exp. Date

CVC

#### Check

Please make checks payable to:

Whitman-Walker Foundation (EIN #82-3889980)

**Attn: David Mallory**

1377 R St., NW

Suite 200

Washington, D.C. 20009

**Please Invoice Me**