



afan
Aid for AIDS of Nevada

EVENT SPONSORSHIP 2026



Dear Friend of AFAN,

2026 marks 42 years of AFAN protecting love and providing service to the Las Vegas community. We are thrilled to continue our partnership with U=U Undetectable Equals Untransmittable at both of our signature events, AIDS Walk Las Vegas and the Black & White Party.

We are excited to offer sponsorship opportunities at our two biggest fundraising events that will allow us to continue our work providing services to those living with and affected by HIV/AIDS to the Las Vegas community.

AIDS Walk Las Vegas Est. 1990 and AFAN Black & White Party Est. 1986 are two of the most recognized and anticipated charity events in the city. We are honored to have Penn & Teller return to be grand marshals of the AIDS Walk Las Vegas for their 25th year. Our events attract diverse demographics with a common goal: to fight HIV/AIDS, eradicate the stigma and support those living with and affected by HIV/AIDS.

We are seeking your assistance to make our 2026 event year a success. As a sponsor, your company will be seen by a large and diverse group of attendees during both events and an even greater exposure to thousands through different media outlets. We have a variety of sponsorship opportunities that provide various levels of exposure through inclusions in our extensive advertising, promotional, and online campaigns.

Our sponsorship opportunities are structured to best meet, and hopefully exceed, your company's needs for promoting your products and services, raising awareness of your brand, and highlighting your commitment to making a difference in people's lives right here in our community.

Thank you so much for your time and consideration. We hope that we can count on your support! Please contact us if you have any questions or would like more information on ways to support our mission.

Best Regards,
Antioco Carrillo - Executive Director
Andrew Pounders - Events & Marketing Director

afan

Aid for AIDS of Nevada



Event Activations



IDEAS

- Photo Ops
- Printed Materials
- Give Away Swag
- Interactive Marketing
- Bounce Backs
- Games
- Brand Ambassadors
- Samples

BENEFITS

- Brand Exposure
- Face Time With Guests
- Data Collection
- Networking
- Philanthropy Awareness



Event Marketing



SPONSOR EXPOSURE

- AFAN's monthly newsletter and e-blasts distributed with your company's logo and name to over 5,000 people. Social media posts shared on AFAN's platforms to a combined following of over 10,000.
- AFANLV.ORG website event pages and registration pages will include your company's logo in the sponsorship block.
- Digital & Print marketing opportunities at events.
- AFAN partners with local media publications, radio, and TV stations to promote our events and thank our sponsors.
- Sponsor highlights in our ads, articles and stories from media partners Las Vegas PRIDE, iHeart Media LV and Q Life .

AIDS Walk Las Vegas

Sunday April 26, 2026 - Craig Ranch Regional Park



PRESENTING \$20,000

• 2 Presentation Tables & 4 chairs in 10x20 area

• Logo placement on all official AIDS Walk printed materials, including but not limited to: posters, rack cards, magazine ads and television news appearances sponsor block images.

- Logo on step & repeat.
- Logo on Start Banner for photo opp.
- Logo placement on AFAN website, social media and email blasts.
- Individual logo tile in Facebook sponsor album.

PLATINUM \$15,000

• 2 Presentation Tables & 4 chairs in 10x20 area

• Logo placement on all official AIDS Walk printed materials, including but not limited to: posters, rack cards, magazine ads and tv news appearances sponsor block images.

- Logo placement on AFAN website, social media and email blasts.
- Individual logo tile in Facebook sponsor album.

GOLD \$10,000

• 1 Presentation Table & 2 chairs in 10x10 area

• Logo placement on all official AIDS Walk printed materials, including but not limited to: posters, rack cards, magazine ads and tv news appearances sponsor block images.

- Logo placement on AFAN website, social media and email blasts.
- Individual logo tile in Facebook sponsor album.

SILVER \$5,000

• 1 Presentation Table & 2 chairs in 10x10 area

• Logo placement on all official AIDS Walk printed materials, including but not limited to: posters, rack cards, magazine ads and tv news appearances sponsor block images.

- Logo placement on AFAN website, social media and email blasts.
- Individual logo tile in Facebook sponsor album.

BRONZE \$2,500

• 1 Presentation Table & 2 chairs in 10x10 area

• Logo placement on all official AIDS Walk printed materials, including but not limited to: posters, rack cards, magazine ads and tv news appearances sponsor block images.

- Logo placement on AFAN website, social media and email blasts.
- Individual logo tile in Facebook sponsor album.

COMMUNITY NON PROFIT \$250

• 1 Presentation Table & 2 chairs in 10x10 area

Black & White Party

PRESENTING \$20,000

- VIP booth for 20 guests
- 4 Bottle service
- 7pm entry to VIP Reception
- Logo on step and repeat at venue entry
- Logo in rotation on all screens in venue throughout the party
- Shout out from hosts on stage
- 1 6ft presentation table, 10x10ft footprint for activation
- Logo on sponsorship block, website, ticket site

PLATINUM \$15,000

- VIP booth for 15 guests
- 2 Bottle service
- 7pm entry to VIP Reception
- Logo in rotation on all screens in venue throughout the party
- Shout out from hosts on stage
- 1 6ft presentation table, 10x10ft footprint for activation
- Logo on sponsorship block, website, ticket site

GOLD \$10,000

- VIP booth for 10 guests
- 2 Bottle service
- 7pm entry to VIP Reception
- Logo in rotation on all screens in venue throughout the party
- Shout out from hosts on stage
- 1 6ft presentation table, 10x10ft footprint for activation
- Logo on sponsorship block, website, ticket site

SILVER \$5,000

- VIP booth for 8 guests
- 1 Bottle Service
- 7pm entry to VIP Reception
- 1 6ft presentation table, 10x10ft footprint for activation
- Logo on sponsorship block, website, ticket site

BRONZE \$2,500

- Standard table for 8
- 8 VIP Wrist bands with 2 drink tickets each
- 7pm entry to VIP Reception
- 1 6ft presentation table, 10x10ft footprint for activation
- Logo on sponsorship block, website, ticket site

COMMUNITY NON PROFIT \$500

- 4 GA Tickets
- 1 6ft presentation table, 10x10ft footprint for activation
- Logo on sponsorship block, website, ticket site



Food & Beverage

F&B SPONSORSHIP

AFAN's Black & White Party is not only known for the incredible fashion and entertainment, but also for its array of food and beverage offerings. The Black & White Party has hosted some of Las Vegas' top and up-and-coming restaurants and liquor brands to offer guests an experience that appeals to all the senses.

The evening brings in a diverse demographic of Las Vegas locals including the LGBTQIA+ community, media and influencers, industry professionals, and more. Guests will be exposed to your brand not only the night of the event, but also in our extensive marketing campaign leading up to and following the event.

F&B sponsors are in kind sponsorships. There is no monetary cost to participate. Details below.



F&B sponsors to provide:

- 1-3 bite sized samples to preview signature dishes or beverages (we ask that you prepare at minimum 300 samples)
 - Restaurants often partner with their favorite liquor vendors to bring in a full experience to the party
 - Staffing, serving ware, plates and utensils, and napkins
 - Decoration and branding elements for your space
- we can refer you to our decor company to find items that fit your brand and the theme of the evening.
- Bounce back or marketing materials.

AFAN to provide:

- Inclusion in all AFAN press materials promoting the event
- Dedicated social media post on all of AFAN's platforms
- Inclusion in AFAN newsletter e-blast
- Presentation banquet tables on site
- Hot/cold boxes for storage on site
- Shout outs during the event by our main stage hosts

Contact

EVENT SPONSORSHIP & QUESTIONS

events@afanlv.org

DEVELOPMENT

Andrew Ryan Pounders
Marketing & Events Director
andrewp@afanlv.org

PR CONTACT

Anthony DeFelice
anthony@summercommunications.com

AFAN EXECUTIVE DIRECTOR

Antioco Carrillo
antioco@afanlv.org

