



UNCORK A
cure
CELEBRATING
20 YEARS

Planning Committee

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SP THE SUNDAY PAPER

CORPORATE OPPORTUNITIES

Greetings Friend:

Did you know that Atlanta is home to one of the oldest and most respected organizations for global HIV/AIDS research and education in the country? For over 20 years, the **AIDS Research Consortium of Atlanta (ARCA)** has worked hard to improve the quality and length of life for people living with HIV and to help find a cure for AIDS. Thousands of caring individuals and businesses help make ARCA's work possible by supporting our signature event - **Uncork A Cure**.

The 20th Annual Uncork A Cure will be held on Thursday, April 29, 2010 from 6 to 9pm at The Foundry at Puritan Mill.

This benefit is crucial to our work. We are writing today to ask you to help by becoming a **Corporate Sponsor** and assist in our goal to raise \$100,000. This will be a great way for you or your company to showcase your commitment to ARCA's important work. Potential sponsorship benefits range from 16 weekly, full-page print ads in *The Sunday Paper* and *JEZEBEL* magazine, your company's logo included on 3500+ invitations, logo and link placement on our official Web site (www.ARCAtlanta.org), and special recognition at the *Uncork a Cure* event.

We know how busy you are so we've made it easy for you. Enclosed is a simple **Corporate Sponsorship Commitment form**. We kindly ask you to complete and return by February 15, 2010, along with your contribution. The sooner we secure your participation, the sooner we can publicize your sponsorship in our marketing materials and start to build buzz for *Uncork A Cure 2010*. If you need an ARCA representative to make a presentation to your company director/administrator, or if you prefer this information in an electronic format, please let us know. We will be more than happy to accommodate.

Thank you for your time, and we look forward to you being a part of this great event.

Sincerely,

Uncork A Cure 2010
Planning Committee

Uncork a Cure



Sip. Taste. Bid. Care.

Photography by Kenneth Hines / Models provided by Caliber Enterprises

**Sponsorship
Opportunities**

A Benefit for ARCA
Thursday, April 29, 2010
6 to 9 pm

The Foundry at Puritan Mill

www.uncorkacure.org



AIDS Research Consortium of Atlanta | 131 Ponce de Leon Ave. Suite 130 | Atlanta, GA 30308
(404) 876-2317 | Fax (404) 872-1701 | www.ARCAtlanta.org

Uncork a Cure

A Benefit for ARCA
 Thursday, April 29, 2010
 6 to 9 pm
 The Foundry at Puritan Mill
www.uncorkacure.org

Why Sponsor?

As a sponsor of *Uncork a Cure*, your company will make a difference in the lives of women and men in Atlanta and across the nation. Your participation as a sponsor demonstrates to the community your commitment and support of the research essential to improving the quality of life for those infected and affected by HIV/AIDS. Your company will also benefit from sponsorship: 83% of consumers have a more positive image of a company associated with a good cause.

2010 Sponsorship Opportunities

If you have participated in the Uncork a Cure event in the past, we would like to thank you for our support and invite you to join us again in 2010 for our 20th annual event!

Sponsorship opportunities exist at various levels with increasing benefits at each increment. We also offer unique opportunities for sponsors and patrons to support Uncork venue areas such as kiosks and event programs. Please contact us if you would like more information about these opportunities. An early commitment ensures inclusion in all appropriate advertising and collateral materials.

Sponsorship Benefits Include:

- Increasing brand awareness for your corporation or organization
- Access to over 2,000 qualified consumers with disposable income
- Media coverage (print, radio, online, and more!)
- The opportunity to test-market and showcase products at the event
- High visibility before, during, and after the event
- Exposure on both the ARCA and Uncork a Cure web sites
- Association with the largest and most respected and successful HIV/AIDS research facilities in the country
- Showcasing your company's stake in ARCA's promise to save lives and reduce the impact of HIV/AIDS on our children, friends, families, communities and businesses.

Your support is needed because there is still no cure for AIDS and the number of people who contract this disease continues to grow... *Right here in Atlanta!*

Sponsor Levels & Opportunities

Sponsor Level	Pre-Event				Web		Uncork Event			
	Company Logo on Wine Glasses	Radio Mention	Logo on Invitation	The Sunday Paper ads	Recognition on Uncork Website	Recognition on ARCA Website	Tickets & VIP Treatment	Program Ad	Bonus Raffle Tickets	Kiosk
Presenting Sponsor - \$20,000	1	1	1	1	1	1	20	Back Cover Page	N/A	1
Gold Sponsor - \$10,000		1	1	1	1	1	10	Inside Cover Page	N/A	
Silver Sponsor - \$5,000			1	1	1	1	6	1/2 Page	N/A	
Bronze Sponsor - \$2,500			1	1	1	1	4	1/4 Page	N/A	
Diamond Patron - \$1,500					1	1	4	Program Listing	6	
Ruby Patron - \$1,000					1	1	3	Program Listing	4	
Emerald Patron - \$500					1		2	Program Listing	2	
Sapphire Patron - \$250					1		1	Program Listing	1	

"Although we have come a long way in the fight against HIV/AIDS, there are more than a million Americans who are currently living with HIV, and each year more than 56,000 persons become newly infected. ARCA has been a partner with the Centers for Disease Control and Prevention (CDC) in the fight against HIV/AIDS for over 20 years, collaborating in HIV prevention, research and care. ARCA was the nation's first and largest site in our 14-year study to define the spectrum of HIV disease, and has worked with CDC on strategies for HIV testing and the evaluation of guidelines to help HIV-infected persons protect their partners. Additionally, ARCA has conducted pioneering studies leading to the licensing of over 26 drugs now available worldwide to treat HIV infection. ARCA is an important resource and asset for the Atlanta community."

Kevin A. Fenton, M.D., Ph.D., F.F.P.H
 Director, National Center for HIV/AIDS,
 Viral Hepatitis, STD, and TB Prevention
 Centers for Disease Control and Prevention



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***YES, we will commit to being a Sponsor for
Uncork A Cure 2010 at the following level:***

Presenting Sponsor - \$20,000

Silver Sponsor - \$5000

Gold Sponsor - \$10,000

Bronze Sponsor - \$2500

Name of Key Contact

Title

Phone

E-Mail

Company Name

Address (Street, City, State, ZIP)

Signature

Date

Please complete this form and mail it along with your contribution to:

AIDS Research Consortium of Atlanta
131 Ponce de Leon Avenue, Suite 130 • Atlanta, GA 30308
(404) 876-2317 • Fax (404) 872-1701

There is No Cure for AIDS . . . Yet!



ARCA - Working Together for a Cure

**You can make a difference in people's lives and in the fight against HIV and AIDS!
And, you can do it right here in Atlanta!**

The AIDS Research Consortium of Atlanta (ARCA) is a registered 501(c)(3) not-for-profit clinical research, testing, outreach and educational organization founded in 1988. We work through a network of over 50 physicians and 5 public health clinics to conduct clinical drug trials and prevention research studies. We also provide patient and care-provider educational programs as well as free HIV and STD testing at ARCA and throughout the Atlanta community.

ARCA has become one of the most respected and successful HIV/AIDS research facilities in the country over the past two decades by enrolling more than 2,500 metro Atlanta patients in over 300 clinical drug trials, providing them with the latest investigational HIV/AIDS medications at no cost to them. ARCA has contributed key scientific information leading to the FDA approval of 26 of the 31 individual and combination drugs now available for people with HIV/AIDS. We are now studying 9 other investigational drugs, not yet approved.

ARCA is one of only three centers in the US participating in a Centers for Disease Control and Prevention (CDC) study to test the safety of a existing HIV medicine, tenofovir, as a possible tool to prevent HIV infection.

ARCA was the first research center in Georgia to participate in a preventative HIV vaccine study. We were also the first research center in Georgia to participate in an HIV vaccine study aimed to treat those who already have HIV infection.

ARCA founded the Metro Atlanta Women of Color Initiative (MAWOCI) to address the serious epidemic of HIV among women in Atlanta. Today ARCA offers testing regardless of gender or race, including monthly HIV testing and counseling at Spelman, Morehouse, and Georgia State. ARCA has tested and counseled over 4,500 individuals. HIV negative persons have been counseled on how to remain so, and those who are positive have been linked to Consortium health care providers who are experienced in managing HIV/AIDS.

ARCA is one of only four sites in the US to participate in a CDC sponsored study designed to evaluate ways to bring HIV testing to African American men who have sex with men who have HIV but do not know it.

Physician members of ARCA lead the way. Many of ARCA's doctors have been recognized nationally and internationally for their leadership contributions in treating and preventing HIV. Additionally, ARCA has been honored by the American Foundation for AIDS Research (AmFAR) and the Human Rights Campaign for its outstanding efforts.

In addition to the funds raised through our annual benefit, *Uncork A Cure*, ARCA is supported by foundations, corporations, government agencies, and individuals to cover our \$1.5 million annual budget. At least 82% of every dollar raised by ARCA goes directly to patient service programs focused on reducing the impact of HIV/AIDS on our children, friends, families, communities and businesses.

Your support is needed because there is still no cure for AIDS and the number of people who contract this disease continues to grow... Right here in Atlanta!