



CORPORATE SPONSORSHIP PACKET



CAROLINARAIN.ORG

***OUR GOAL IS TO MAKE A MEANINGFUL DIFFERENCE IN THE LIVES OF INDIVIDUALS AND FAMILIES
AFFECTED BY HIV IN THE CHARLOTTE METROPOLITAN AREA.***

Since our establishment in 1992, we've been steadfast in providing comprehensive services with integrity, compassion, and a commitment to achieving quality outcomes in HIV services.

RAIN serves a diverse range of individuals, from youth as young as 13 to adults, who are living with HIV or at risk. Our aim is not only to provide critical services but also to reduce the stigma surrounding HIV through education and advocacy. We empower our clients to recognize and combat HIV-related stigma whenever they encounter it.

We believe in accessibility and inclusivity. Our services are available in person and via telehealth, ensuring that we can reach individuals wherever they are. Additionally, our services are offered in both English and Spanish, recognizing the importance of linguistic diversity within our community.

At **RAIN**, advocacy knows no boundaries. We advocate for all people living with HIV, regardless of their race, gender, immigration status, or sexual orientation. Our commitment to equality and justice drives our work.

Our work is about more than just services; it's about inspiring and empowering people to live their lives fully. We aim to open minds, foster understanding, and break down the barriers of stigma associated with HIV. By doing so, we hope to create a world where everyone can live with dignity and without discrimination.

***WE'RE NOT JUST AN ORGANIZATION; WE'RE A NETWORK OF CARING INDIVIDUALS WORKING TOGETHER
TO BUILD A BRIGHTER, MORE INCLUSIVE FUTURE FOR ALL.***

**Medical Case Management***

Assisting adults living with HIV (ages 25 and older) in obtaining community resources necessary for maintaining good health and eliminating barriers to effective treatment.

**Empowering Positive Youth (EPY)***

Providing compassionate care to youth living with HIV (ages 13 to 24) with peer counseling, referrals to support services, medical case management, mentor/mentee services, education on HIV/STI prevention and support in learning to live with HIV.

**Early Intervention Services (EIS)***

Linking individuals who have fallen out of care or newly diagnosed and face the most barriers to effective treatment, adherence and viral suppression.

**PrEP Program***

Connecting HIV-negative people to a prescribing physician to obtain medication and implementing risk reduction techniques to reduce the risk of exposure to HIV.

**Counseling Services***

Providing on-site and virtual mental health support to clients as they work through issues related to an HIV diagnosis, anxiety, depression, trauma and substance abuse.

**Health Insurance Assistance***

Assisting eligible individuals in successfully navigating the health insurance options to meet their unique medical needs. Also providing financial assistance for premiums and other out-of-pocket costs for those living with HIV.

**HIV/STI Testing***

Offering free and confidential testing in the community and at our Uptown office and drop in center through walk-ins or appointment. No insurance or payment is required.

* Service provided in Spanish



The Drop*

Welcoming community-based safe space for young men of color who have sex with men are provided HIV education, prevention and essential support services.



The Havens

Providing access to safe and affordable housing for people experiencing homelessness who are living with HIV or other disabilities.



Mobile Testing Unit*

Offering free and confidential HIV/STI testing in the community along with providing support services such as linkage to care, referrals, food gift cards, virtual visits as appropriate during testing encounters.



EASE* (Enhancing wellness through Affirming Services and Education)

Helping individuals decide if they are ready for treatment through a holistic wellness program that focuses on harm reduction based one-on-one counseling, group support and substance use treatment.



Awareness & Prevention Education*

Providing free programs to educate the community on HIV/STI prevention and promote the end of HIV stigma including community presentations and information booths.



Youth & Adult Support Groups*

Offering support groups for adults (open group) and youth (closed group) living with HIV.

* Service provided in Spanish



***A STRAIGHT LINE NEVER WINS AT GAY BINGO,
BUT OUR STRAIGHT FRIENDS ARE ALWAYS WELCOME.***

Gay Bingo Charlotte is not your typical fundraising event in Charlotte - it's a thrilling and unorthodox experience that breaks away from traditional fundraisers. Our primary mission is to promote HIV awareness in an engaging and imaginative manner, and we won't stop until new cases are a thing of the past.

This outrageous and unpredictable event promises to keep you entertained with audience participation, captivating performances, over-the-top entertainment, and an array of fantastic raffle prizes.

Disclaimer: It's important to note that this event is not based on luck, and no cash or prizes can be won from achieving an official bingo.

ATTENDANCE: 1,400 TO 1,500

GAY BINGO LEVELS SPONSORSHIP

PRESENTING SPONSOR \$5,000

- Static logo and hyperlink on the Gay Bingo Charlotte website as a Presenting Sponsor
- Static logo and hyperlink on RAIN's sponsors page
- Logo prominently placed on all marketing collateral
- Logo scrolling on jumbotrons prior to bingo and during intermission
- Opportunity to have a representative go on stage and speak at bingo about your business (1 minute) or have a video played (1-2 minute video)
- VIP reserved table (10 tickets/seats) to Gay Bingo Charlotte
- Opportunity to decorate your reserved table with this year's theme or your company's brand
- Ten (10) drink tickets for the table
- Two (2) complimentary parking passes
- Full page color ad (8.5" W x 11" L) in the bingo program
- Opportunity to have one piece of branded collateral placed on all tables (supplied by your business)
 - Or in lieu of collateral you can make a donation to RAIN's client emergency fund
(a sign will be placed on each table showcasing donation)
- Opportunity to have a booth space (to be staffed by your company) during the bingo reception
- "Featured Sponsor of the Month" designation in one RAIN e-newsletter
- RAIN will "Like" and "Follow" your business pages on Facebook, Twitter, LinkedIn, Instagram and TikTok
- Custom messaging, mentions and boosts on RAIN's social media platforms
- One hashtag of your choosing (example: #yourcompany) that will be included on all social media posts
- Use of event photos for your promotional use
- Invitation to attend RAIN's annual donor celebration event
- Additional benefits as requested



*RAIN's emergency fund, better known as the Dan Mauney Legacy Fund, supports clients with essential services such as rent, utilities, food, transportation and healthcare. These funds are used as a last resort when other community resources are unavailable.



GAY BINGO LEVELS SPONSORSHIP

RECEPTION SPONSOR \$3,000

- Industry exclusivity
- Static logo and hyperlink on the Gay Bingo Charlotte website as a Reception Sponsor
- Static logo and hyperlink on RAIN's sponsors page
- Logo scrolling on jumbotrons prior to bingo and during intermission
- Opportunity to have a premiere booth space (to be staffed by your company) during the bingo reception
- Up to four (4) banners displayed throughout reception area (provided by your company)
- Six (6) tickets at a reserved table to Gay Bingo Charlotte
- Opportunity to work with the other sponsor/s at reserved table to decorate with this year's theme or your company's brand
- Full page black and white ad (8.5" W x 11" L) in the bingo program
- Opportunity to have one piece of branded collateral placed on all tables (supplied by your business)
 - Or in lieu of collateral you can make a donation to RAIN's client emergency fund (a sign will be placed on each table showcasing donation)
- RAIN will "Like" and "Follow" your business pages on Facebook, Twitter, LinkedIn, Instagram and TikTok
- Special mentions on RAIN's social media platforms
- Use of event photos for your promotional use
- Invitation to attend RAIN's annual donor celebration event

WRISTBAND SPONSOR \$2,000

- Maximum of one (1) Wristband Sponsor
- Static logo and hyperlink on the Gay Bingo Charlotte website as the Wristband Sponsor
- Static logo and hyperlink on RAIN's sponsors page
- Logo scrolling on jumbotrons prior to bingo and during intermission
- Company logo on all 1,400+ customized wristbands (required to wear for all attendees)
- Four (4) tickets at a reserved table to Gay Bingo Charlotte
- Opportunity to work with the other sponsor/s at reserved table to decorate with this year's theme or your company's brand
- Full page black and white ad (8.5" W x 11" L) in the bingo program
- RAIN will "Like" and "Follow" your business pages on Facebook, Twitter, LinkedIn, Instagram and TikTok
- Special mentions on RAIN's social media platforms
- Invitation to attend RAIN's annual donor celebration event

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GAY BINGO LEVELS SPONSORSHIP

GAYME SPONSOR \$1,750

- Maximum of eight (8) Gayme Sponsors
- Static logo and hyperlink on the Gay Bingo Charlotte website as a Gayme Sponsor
- Static logo and hyperlink on RAIN's sponsors page
- Logo scrolling on jumbotrons prior to bingo and during intermission
- Opportunity to have a representative go on stage to talk about your business and pull the numbers during your sponsored gayme
- Four (4) tickets at a reserved table to Gay Bingo Charlotte
- Opportunity to work with the other sponsor/s at reserved table to decorate with this year's theme or your company's brand
- Half page black and white ad (8.5" W x 5.5" L) in the bingo program (connected to your sponsored gayme)
- Opportunity to have one piece of branded collateral placed on all tables (supplied by your business)
 - Or in lieu of collateral you can make a donation to RAIN's client emergency fund (a sign will be placed on each table showcasing donation)
- RAIN will "Like" and "Follow" your business pages on Facebook, Twitter, LinkedIn, Instagram and TikTok
- Special mentions on RAIN's social media platforms
- Use of event photos for your promotional use
- Invitation to attend RAIN's annual donor celebration event

DIVA SPONSOR \$1,000

- Static logo and hyperlink on the Gay Bingo Charlotte website as a Diva Sponsor
 - Static logo and hyperlink on RAIN's sponsors page
 - Logo scrolling on jumbotrons prior to bingo and during intermission
 - Opportunity to have a brief description of your business read from the stage during "Who Wants to be a Diva" segment
 - Company logo on a sign that will follow a pre-selected individual performing during "Who Wants to be a Diva" segment
- Two (2) tickets at a reserved table to Gay Bingo Charlotte
- Half page black and white ad (8.5" W x 5.5" L) in the bingo program
- RAIN will "Like" and "Follow" your business pages on Facebook, Twitter, LinkedIn, Instagram and TikTok
- Special mentions on RAIN's social media platforms
- Use of event photos for your promotional use
- Invitation to attend RAIN's annual donor celebration event

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GAY BINGO LEVELS SPONSORSHIP



COMMUNITY SPONSOR \$300

- Static logo and hyperlink on the Gay Bingo Charlotte website as a Community Sponsor
- Static logo and hyperlink on RAIN's sponsors page
- Special mention in the bingo program as a Community Sponsor
- Two (2) complimentary tickets to Gay Bingo Charlotte
- Half page black and white ad (8.5" W x 5.5" L) in the bingo program
- Invitation to attend RAIN's donor celebration event

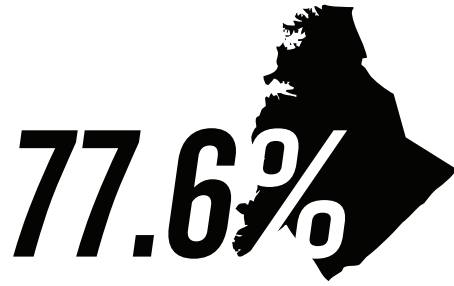
RAFFLE SPONSOR

Your business can donate such as gift cards, goodie baskets, passes, merchandise and tickets that will be put into prize packs and raffled off during the night of bingo. Your donation will be listed in the bingo program and on Gay Bingo's website.

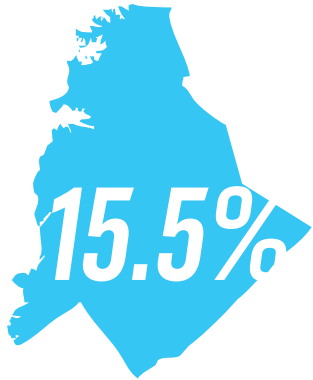
Don't stop at one donation. Give several items and get several mentions.



people were newly diagnosed with HIV



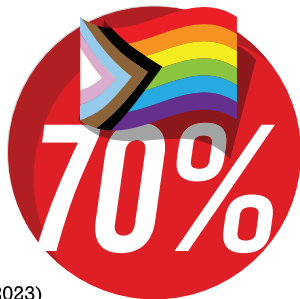
of people living with HIV
in Mecklenburg County received HIV care.



people had a diagnosis of Stage 3 HIV (AIDS)
within 3 months of initial diagnosis
of HIV (Mecklenburg Co.)

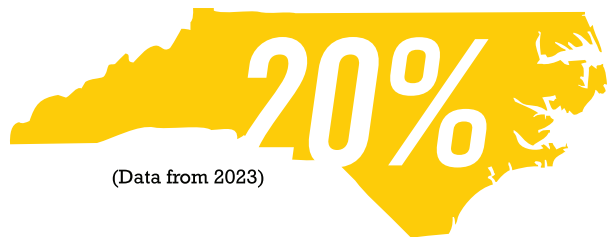


The rate of Black males living with an HIV diagnosis
is 6.9 times that of White males (Mecklenburg Co.)



(Data from 2023)

RAIN tested 1,484 individuals for HIV and found
27 new positives 70% of RAIN's clients self-identify
as members of the LGBTQIA community.



(Data from 2023)

of RAIN's client base are part
of the Latiné community.



(Data from 2023)

RAIN linked 124 individuals who have fallen out of care or newly diagnosed
to effective treatment, adherence and viral suppression.

This information was taken from AIDSvu.org.
National data is from 2021 (the most current data)