

**NATIONAL BLACK  
HIV/AIDS  
AWARENESS DAY**

**Education! Testing! Involvement! Treatment!**

**2.7.2010**



*"HIV/AIDS Prevention – A Choice and a Lifestyle!"*

**2010 SPONSORSHIP PACKET**

[www.blackaidsday.org](http://www.blackaidsday.org)



## NATIONAL BLACK HIV/AIDS AWARENESS DAY

More than any other racial/ethnic group in the United States, Blacks account for more new HIV infections, AIDS cases, people estimated to be living with HIV disease, and HIV related deaths. Blacks make up 13% of the US population and account for about half (49%) of the people who get HIV and AIDS. Blacks don't live as long as people of other races and ethnic groups with AIDS, due to a multiple level of barriers (*i.e. poverty, stigma, etc.*). Blacks have more deaths due to HIV/AIDS than any other racial/ethnic group.

**National Black HIV/AIDS Awareness Day (NBHAAD)**, February 7th of every year, is a national HIV testing and treatment community mobilization initiative targeted at Blacks in the United States. The goal of **NBHAAD** is to

motivate Black Americans to **get educated** about the virus; **get tested** so individuals will know and understand their HIV status; **get involved** with local community efforts, whether it be for February 7 only or throughout the year; and **get treated** for someone who is currently living with or newly testing positive for HIV.

Since its inception ten years ago; federal, state and local governmental agencies, community based organizations, AIDS service organizations, public health partners in prevention, treatment and care in the public and private sector, as well as partners in the business, entertainment and faith communities join together annually in support of **National Black HIV/AIDS Awareness Day**.

This initiative has had an array of national spokespersons: congressional leaders, faith based leaders, entertainers, actors, actresses, authors, radio personalities, and the list goes on and on. Some of the most notable spokespersons have been: *Illinois Senator Barack Obama, Congresswoman Maxine Waters, Bishop TD Jakes, Radio Personality Tom Joyner, NAACP President and CEO Kwesi Mfume, Congressman Elijah Cummings, Actor/Author Harper Hill, Screenwriter Patrik Ian Polk*, and the list goes on. In addition, the initiative has been featured on BET, CNN, sitcoms: *Girlfriends, The Parkers, Eve* and highlighted in more than 175 Black newspapers across the country along with a feature in *Ebony Magazine, Essence Magazine, The Sunday Paper, etc.*

February 7, 2010 marks the tenth year of this movement that must continue to further reduce the spread of HIV within Black communities and connect those currently living with the virus to get annual check-ups to stay healthy and strong.

### **Governance and Oversight**

NBHAAD is governed by a **Strategic Leadership Council** that provides guidance, direction, and strategic thought around how to get more Black community stakeholders involved and engaged each and every year. There are a total of ten organizations that work together annually to make NBHAAD a success: **Alliances for Quality Education, Inc.; Balm in Gilead; Centers for Disease Control and Prevention; Healthy Black Communities, Inc.; Jackson State University - Mississippi Urban**

**Research Center; My Brother's Keeper, Inc.; Multi-Cultural Addictions Network, Inc.; National Alliance of State and Territorial AIDS Directors; National Black Alcoholism and Addictions Council; National Black Leadership Commission on AIDS.**

This body is responsible for garnering resources that will support the printing of 20,000+ **postcards**; 20,000+ **posters**; and 40,000+ **lapel pins** for distribution beginning December 1, 2009 whereby ordering may be done online ([www.blackaidsday.org](http://www.blackaidsday.org)). In addition, the **Strategic Leadership Council** is responsible for the continual development of the initiative's website which is redesigned yearly to include updated HIV/AIDS statistics, directory of service organizations and has thousands of hits and information downloads daily leading up to February 7.

### **Sponsorship Opportunities**

Becoming a sponsor for NBHAAD 2010 is an excellent opportunity for your organization/company to raise the visibility of your products and services among key decision-makers in the field of HIV/AIDS prevention, care and treatment. The following sponsorship opportunities are available:

<b>Platinum - \$30,000</b>	<b>Gold - \$25,000</b>
<ul style="list-style-type: none"> <li>• Company Logo on main page of website and all subpages</li> <li>• Invitation to all private receptions held at major HIV/AIDS conferences*</li> <li>• Logo on front page of all email blasts promoting NBHAAD 2010</li> <li>• Logo on all printed materials (<i>postcards, posters, t-shirts, letterhead, exhibit booth, etc.</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Company Logo on main page of website and key subpages</li> <li>• Invitation to all private receptions held at major HIV/AIDS conferences*</li> <li>• Logo on select printed materials (<i>postcards, posters and t-shirts only</i>)</li> </ul>
<b>Silver - \$20,000</b>	<b>Bronze - \$15,000</b>
<ul style="list-style-type: none"> <li>• Company Logo on main page of website and select subpages</li> <li>• Invitation to all private receptions held at three major HIV/AIDS conferences*</li> <li>• Logo on select printed materials (<i>postcards and posters only</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Company Logo on main page of website and select subpages</li> <li>• Invitation to all private reception held at one major HIV/AIDS conference*</li> <li>• Logo on select printed materials (<i>postcards only</i>)</li> </ul>

\* Contingent upon time of acquiring sponsorship.

Logos, in full color, may either be sent to us in high resolution in .jpg, .bmp or .gif format via email.

Please make all checks payable to:  
**Healthy Black Communities, Inc.** (501(c)(3)) #01-0632161  
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