



**Southwest Center  
for HIV/AIDS**  
Prevention • Wellness • Research

1144 East McDowell Road, Ste 200  
Phoenix, Arizona 85006  
602.307.5330 • 602.307.5021 fax  
www.swhiv.org



**Night for Life 2010**

Dear Friend,

**2010 Night for Life**

**Event Chairs**

Libby Cohen  
Joel Cohen  
Walt Danley  
Chuck Wasson

**Honorary Chairs**

Robert Black  
Marc Reid

**Night for Life**

**Past Chairs**

Gary Abeyta  
Bob Bailly  
Bobby Barnes  
Tom Betz  
Robert Black  
Jennifer Bohnert  
Jeff Brodin  
Stephanie Heymann  
Lydia Lee  
Melissa Leonesio  
Betty McRae  
Steven Methvin  
Lisa Molina  
Marc Reid  
Carrie Schnepf  
Range Shaw  
Nancy Silver  
J. David Smith  
Richard Stahl  
Karen Thorn  
Brett Tudor  
Christi Warner Beyer

Southwest Center for HIV/AIDS is on the front lines of the fight against HIV and AIDS. For more than 20 years, we have proudly served as Arizona's largest AIDS service organization providing a combination of HIV prevention, education, outreach, testing, counseling, wellness support, and clinical research programs. Today, Southwest Center reaches out to nearly 10,000 HIV-positive and 30,000 at-risk individuals who live primarily in Maricopa County. This includes men, women, teens, children born with HIV/AIDS, at-risk youth, homeless, immigrants, and families – most of whom are living below the federal poverty level.

We sincerely appreciate your continued corporate support that helps Southwest Center meet growing operational needs, as the number of those impacted and at-risk with HIV/AIDS grows in the Phoenix area, our nation's fifth-largest metropolitan city. One year from now, with YOUR help, Southwest Center for HIV/AIDS will move into a new health and community center partially funded by the City of Phoenix 2006 Bond Program, expanding our ability to meet our community's growing needs.

Please *STAND WITH US* and participate in our call for **RED: Renew, Engage and Dedicate** to the cause of HIV/AIDS through the work at Southwest Center. Please join us as a corporate sponsor of our fabulous 15<sup>th</sup> annual 2010 Night for Life Gala, **RED is the Night**, on Saturday evening, May 8, 2010 at the Arizona Biltmore Resort & Spa.

This year, we're hosting an over-the-top night of fun – our traditional stellar evening of dining, entertainment, and a showcase of Southwest Center's initiatives PLUS a casino cabaret complete with club games, decadent desserts and dancing. At **RED is the Night**, Southwest Center for HIV/AIDS will host hundreds of Arizona's most influential community leaders and philanthropists to raise critical operating funds to support our life-impacting work.

As a sponsor, you will receive visible sponsor recognition as well as an unforgettable evening for your organization's participants. Please see the attached sponsorship information.

We will contact you in weeks ahead to confirm your participation in our **15<sup>th</sup> annual 2010 Night for Life Gala, RED is the Night**. In the meantime, please feel free to contact Helen Tanner, MPH at 602-307-5330 x2221 or [htanner@swhiv.org](mailto:htanner@swhiv.org) for more information. Together, we are making a difference in the lives of those who are infected and affected by HIV/AIDS. *Thank you.*

We look forward to confirming your participation and thank you for your support,

Carol A. Poore  
President and CEO

Helen L. Tanner, MPH  
Director of Development

**15<sup>th</sup> Annual Night for Life Gala  
May 8, 2010 at The Arizona Biltmore**

**\$40,000  
Title  
Sponsor**

- ◆ \$39,000 Tax Deduction
- ◆ Title recognition to precede event name
- ◆ Title recognition at all participating bars for the RED is the Night promotional week prior to the gala.
- ◆ One Premium Table of 10 with Preferred Seating
- ◆ 10 additional tickets to the Casino Cabaret (follows the traditional dinner)
- ◆ Opportunity to greet audience at podium at Night For Life
- ◆ Company Logo Displayed Prominently at Event at all prominent entrances and touch points including bars and silent auction tables
- ◆ Choice of Center Spread or One Full Page Back Cover Program Ad and Full-Page Advertorial in gala program
- ◆ Inclusion in all written and printed materials and press releases
- ◆ Half-Page Advertorial placed in Southwest Center's 2009 annual report
- ◆ Visible mention on Night For Life raffle ticket
- ◆ Visible mention in Spring 2010 Southwest Center agency newsletter mailed to approximately 3,000 recipients
- ◆ Invitation to RED Is the Night kickoff party in Spring 2010

**\$25,000  
Presenting  
Sponsor**

- ◆ \$24,000 Tax Deduction
- ◆ "Presented by" sponsor recognition to follow event name
- ◆ Presenting sponsor recognition at all participating bars for the RED is the Night promotional week prior to the gala.
- ◆ Table of 10 with Preferred Seating
- ◆ 10 additional tickets to the Casino Cabaret (follows the traditional dinner)
- ◆ Full Page Program Ad with Premium Placement at front inside
- ◆ Company Logo Displayed Prominently at Event at all prominent entrances and touch points including bars and silent auction tables
- ◆ Quarter-Page Advertorial placed in Southwest Center's 2009 annual report
- ◆ Visible mention on Night For Life raffle tickets
- ◆ Visible mention in Spring 2010 Southwest Center agency newsletter mailed to approximately 3,000 recipients
- ◆ Invitation to RED Is the Night kickoff party in Spring 2010

**\$10,000  
Partner  
for Life**

- ◆ \$9,000 Tax Deduction
- ◆ Table of 10 with Preferred Seating
- ◆ 10 additional tickets to the Casino Cabaret (follows the traditional dinner)
- ◆ Full Page Program Ad with Preferred Placement and Program Recognition
- ◆ Company Logo Prominently Displayed at Event
- ◆ Company listed in Southwest Center's 2009 annual report
- ◆ Invitation to RED Is the Night kickoff party in Spring 2010

**\$5,000  
Humanitarian  
for Life**

- ◆ \$4,000 Tax Deduction
- ◆ Table of 10
- ◆ 10 additional tickets to the Casino Cabaret (follows the traditional dinner)
- ◆ Half Page Program Ad and Program Recognition
- ◆ Company listed in Southwest Center's 2009 annual report
- ◆ Invitation to RED Is the Night kickoff party in Spring 2010



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2010 Night for Life

**15<sup>th</sup> Annual Night for Life – May 8, 2010  
Confirmation of Support Form**

**Sponsor Packages:**

- \$40,000 Title Sponsor
- \$25,000 Presenting Sponsor
- \$10,000 Partner for Life
- \$5,000 Humanitarian for Life
- Donation \_\_\_\_\_

**Individual Tickets: *Please indicate quantity***

- \$1,100 for Two – Deluxe Overnight Package; includes Gala and Casino Cabaret, and overnight stay at Arizona Biltmore for two (includes resort fee) and breakfast brunch for two the following morning. Quantity \_\_\_\_\_
- \$350 per ticket for Gala and Casino Cabaret following dinner Quantity \_\_\_\_\_
- \$100 per ticket Casino Cabaret only (starts at 9 p.m.; desserts, dancing, casino) Quantity \_\_\_\_\_

**Host or Corporation Name Exactly as it should Appear in Program**

\_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-Mail: \_\_\_\_\_

◆ **Person who coordinates the guests for your table (if different from above):**

Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

◆ **Information on person responsible for creating your program ad (if applicable - ad specs will be sent to this contact):**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

_____	Please invoice for payment ( <i>Payment due April 5, 2010</i> )
_____	Please send me # _____ invitations.
_____	No need to send invitations.

*E-mail to Helen Tanner, MPH at [htanner@swhiv.org](mailto:htanner@swhiv.org) or fax to 602-307-5021.  
If you have any questions, please call Helen at 602-307-5330 x2221..*

Please retain a copy of this form for your records. Our federal tax identification number is 86-0695862.