WORLD AIDS DAY

monday
december 1
SPONSORSHIP PROSPECTUS

thorne
harbour
health

THORNE HARBOUR HEALTH AND HIV/AIDS

Thorne Harbour Health (formerly the Victorian AIDS Council) has been leading the community response to the epidemic since our founding in 1983. We envision a future without HIV, where all people live with dignity and wellbeing.

Today, 39 million people around the world continue to live with HIV and the stigma that too often comes with it.

World AIDS Day, held on December 1, is a time to commemorate those who have died from AIDS-related illnesses and to take action in reducing discrimination and stigma.

Join our efforts to address HIV in Australia by participating in a range of activities tailored to engage your employees, clients, and broader community.

All proceeds go directly to Thorne Harbour Health, supporting people living with HIV, dismantling stigma, and promoting HIV prevention.

Our first president, Phil Carswell, pictured with Ita Buttrose at a Victorian AIDS Council support group.

Since the beginning of the HIV/AIDS epidemic, over 88 millionpeople worldwide have been infected with HIV, and more than 42 million have died from AIDS-related illnesses.

HOW TO GET INVOLVED

There are three main ways your organisation can partner with us.

Register for our **Red Ribbon Run.** Get a team together, raise funds in-office, and join our full or half marathon as we run for a future free of HIV.

Help us fulfill the demand for red ribbons on World AIDS Day by joining our **Ribbon-Making Workshops**. Benefit from a day of activism and education at our office or yours!

Host one of our **Fundraising Booths** in your organisation's building on World AIDS Day. We'll help you hand out red ribbons and collect funds as part of our annual Street Appeal.

Have something else in mind? We'll tailor our support to suit your needs.

THE RED RIBBON RUN

With great brand exposure packages, our annual run presents an exciting opportunity to show your support for people living with HIV.

Whether you're a seasoned runner or just looking to walk in solidarity, every step you take will help provide essential support, healthcare, and resources for our community.

Register your team before **Saturday the 29th of November** when the run will be held at **Princes Park in Carlton.**

Note that free stall space is available in the runner's village for HIV organisations.

$1000 crimson sponsor

- x5 entry tickets for your staff
- Contribute an item to the runner's gift bag
- Your logo displayed on our website and event signage

$2500 scarlet sponsor

- x10 entry tickets for your staff
- Contribute an item to the runner's gift bag
- Your logo displayed on our website and event signage
- Stall at the Runner's Village

$5000 ruby sponsor

- x15 entry tickets for your staff
- Contribute an item to the runner's gift bag
- Your logo displayed on social media posts, runner's bibs, website and event signage
- Stall at the Runner's Village
- Your spokesperson to fire the starting pistol

Hopefully things won't be as wet this time around!

august

RIBBON MAKING WORKSHOP

These workshops can be held in our head office at **200 Hoddle Street, Abbotsford** through the entire year.

Collect your team and head to Thorne Harbour Health HQ for a day of education and activism, where you'll learn all about our mission and history.

Get an introduction to HIV, ask questions, and learn about best practice allyship for our communities while making red ribbons for your team to wear on World AIDS Day.

This option starts at $1000.

Our red ribbons are distinct from the traditional looped design. Instead, they form an upside-down V, cut to resemble two legs walking forward. One day, when a cure is found, the ribbons will be turned upright to form a 'V' for victory.

sep - oct

FUND-RAI$ING BOOTHS

Host a **free** fundraising booth on your premises this World AIDS Day on **Monday, the first of December.**

Our booths come fully equipped with two friendly staff members to answer all your questions, a swath of red ribbons and other World AIDS Day branded material and HIV resources. Encourage staff to donate with cash or card and proudly wear a red ribbon.

You provide the location and we'll do the rest!

Can't host a booth? Get in touch to order a pack of ribbons for the day.

world aids day
december

Don't wait for someone else to do it! Join your peers and show your support for people living with HIV! Contact **worldaidsday@thorneharbour.org** to talk bookings, sponsorship and custom packages. For more, visit **thorneharbour.org**

ANZ

BUNNINGS warehouse

CBRE

THE VICTORIAN **PRIDE CENTRE**

ViiV Healthcare

theAlfred FOUNDATION

Australian Government
Department of Health, Disability and Ageing

METRO

CITY OF **YaRRA**

CITY OF MELBOURNE

SIRCUIT

Merri-bek City Council

tennis

MQ Melbourne Quarter

S City of **STONNINGTON**

living positive victoria

BARBA

Proud2Play™

Bolton Clarke

adam

MELBOURNE FRONTRUNNERS

V

PUBLIC TRANSPORT VICTORIA

PT> *Shout.*

Office of Public Prosecutions Victoria

PositiveWomen *Support and advocacy for women living with HIV*

ROSS HOUSE ASSOCIATION

THANKING OUR SUPPORTERS FROM LAST YEAR

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