



PAINT THE CASTRO RED

30AIDS, a coalition of 16 leading HIV/AIDS organizations in San Francisco, with the support of Supervisor Scott Weiner and MUMC President Steve Adams, is organizing a special Castro-wide World AIDS Day event, *Paint the Castro Red*, on Thursday, December 1st, to commemorate the many San Franciscans who have been lost to AIDS and to inspire our community into action, to not only get tested for HIV and protect themselves, but to also help those affected by HIV/AIDS.

By supporting this public awareness and fundraising event and donating 10% of the day's proceeds, the Merchants of Upper Market and Castro will help promote awareness in San Francisco that people with HIV/AIDS still need support, HIV is still a significant issue for our community, particularly among young gay/bi men, and AIDS service agencies continue to need donations and volunteers in order to provide the myriad services needs by people living with HIV.

Paint the Castro Red Event Overview

Paint the Castro Red, a Castro/Upper Market-wide public awareness and fundraising event, will be held during the daytime and evening on Thursday, December 1, 2011. This special evening will result in increased customer traffic for participating vendors.

Participating Castro District businesses, who commit to donating 10% of the days sales receipts to the campaign, will be provided with a Promo Kit that includes a red light ribbon, palm cards, display materials, and instructions for helping to 'paint the Castro red' for the event. All funds raised will be distributed to the 30AIDS coalition of San Francisco HIV organizations.

Patrons of the Castro will be encouraged to:

- Patronize participating shops, restaurants and bars
- Get tested for HIV at the event
- Participate in a commemoration
- Contribute video stories about the impact of HIV and the need for further community action

Event Marketing

Promotional plans for *Paint the Castro Red* event include media coverage, social media postings to the 30AIDS.org website and Facebook page, postings on the 16 participating AIDS service agencies' websites and Facebook pages, and participating agency email blasts to their many thousands of constituents, and *Paint the Castro Red* palm card distribution and posters.

Please Join Paint the Castro Red

Thank you for considering being part of this very special evening. Vendors who agree to participate by Thursday 11/3 will be included in our first set of promotional materials.

If you would like to join the event, or have any questions, please contact Event Co-Chairs, Leigh Illion at 415-972-0878/LeighI@positiveresource.org or Saurabh Bajaj at 415-292-3420 x 375/saurabh@apiwellness.org.

Sincerely,
The 30AIDS Steering Committee
www.30AIDS.org



30AIDS OVERVIEW

Thirty years ago, on June 5, 1981 the Center for Disease Control and Prevention published the first mention of what later was named as AIDS. Over the past 30 years, the community has suffered great losses while uniting to overcome unimaginable hurdles. Though many advances have been made and celebrated, challenges still remain to stop the epidemic. **After 30 years, AIDS is still here.**

In response, San Francisco's leading HIV/AIDS service organizations (ASOs) have joined together and created 30AIDS – a collaborative initiative aimed at raising awareness and funding while paying tribute to those who have passed away and the individuals who have helped along the way. On Thursday, June 2, a press conference was held at the San Francisco LGBT Community Center launching the initiative. The 30AIDS coalition is using this anniversary as a call to action to reflect on AIDS and ask the question: **Now What?** With AIDS “fatigue” so prevalent, 30AIDS is intent on engaging the community to **Do Something** - specifically, to revitalize and reactivate their support of and participation in the AIDS movement.

The 30AIDS mission is to inspire people into action that helps individuals affected by HIV/AIDS and those who support them. 30AIDS has three main goals: to ensure people with HIV/AIDS get the support they need (community service); to reduce the spread of HIV (prevention); and to raise funds for the participating AIDS service organizations (philanthropic).

To fulfill its mission and accomplish these goals, 30AIDS has launched a public awareness campaign aimed at growing a social network for people to engage one another. The campaign is utilizing the 30AIDS website (www.30AIDS.org), Facebook page (<http://www.facebook.com/30AIDS>), email, texting, and traditional communication channels to inspire people into one of three actions:

1. Volunteer 30 or more hours for an ASO
2. Talk to 30 friends about HIV/AIDS or about getting tested
3. Donate \$30 or more to the 30AIDS initiative

The awareness and funding generated through the efforts of the 30AIDS initiative will make a huge difference for people living with HIV/AIDS who still need help. It can mean the difference between having a safe place to live and shuttling from shelter to shelter; between going hungry and having their basic nutritional needs met; between having the funds needed to keep the lights, heat and water turned on or not; between getting access to medical care and life-saving prescriptions drugs or not; or between being hounded by creditors and having peace of mind.

For the 16 participating AIDS service agencies, it can mean the difference between keeping their doors open and their services available to clients, or not.

16 Participating AIDS Service Organizations:

AIDS Emergency Fund	Pets Are Wonderful Support
AIDS Legal Referral Panel	Positive Resource Center
Asian & Pacific Islander Wellness Center	Project Inform
Instituto Familiar de la Raza	Project Open Hand
Maitri	Shanti
Mission Neighborhood Health	Stop AIDS Project
National AIDS Memorial Grove	Tenderloin Health
Native American AIDS Project	Visual Aid



PAINT THE CASTRO RED
WORLD AIDS DAY, DECEMBER 1, 2011

YES! _____ will participate in *Paint the Castro Red* by
donating to 30AIDS 15% of 10% of the proceeds (gross sales before tax)
that occur on Thursday, December 1!

All participating businesses will be listed in promotional materials and provided a display kit—please see accompanying agreement.

YES! _____ will sponsor *Paint the Castro Red* !
_____ \$5,000 \$2,500 \$1,000 \$500

Sponsors will receive logo placement in promotional materials and website.

Contact Name: _____

Title: _____

Business/Company: _____

Address: _____

City/State/ZIP: _____

Preferred Phone: _____ Work Home Cell (check one)

E-mail: _____ Website: _____

Payments can be made securely online at: <http://30aids.org/>

Or made out to: Horizons Foundation, 550 Montgomery Street, Suite 700, San Francisco, CA 94111

Horizons Foundation Federal Tax ID: 94-2686530

Questions can be directed to:

Saurabh Bajaj, Director of Development, A&PI Wellness Center: saurabh@apiwellness.org/415.292.3420 x375

Leigh Illion, Director of Development, Positive Resource Center: leigh@positiveresource.org/415.972.0878

PARTICIPATION AGREEMENT

30AIDS will promote and advertise Paint the Castro Red through:

- Producing and distributing a full-color postcard that targets 40,000 individuals across San Francisco.
- Promote the event through PSAs donated by local radio stations.
- Print and distribute full-color posters and/or window stickers in participating restaurants, merchants and bars.
- Promote the event through an official event website that includes a comprehensive list of all participating restaurants, merchants and bars including their name, address, phone number, web address and hours.
- Advance articles and information in local newspapers, Supervisor Scott Weiner's newsletter, and 16 participating ASO e-mail distribution lists, websites, and Facebook pages.
- Submit public service announcements and event info for community calendars in newspapers, organizational newsletters and community e-mail distribution lists.
- Include the name, location and website of participating restaurants, merchants and bars when space permits.

Participating Merchant Agrees to:

1. Donate 10% of total beverage sales (gross sales receipts before tax) that occur on Thursday, December 1, 2011 to 30AIDS. YES _____(initials)
 2. Allow 30AIDS volunteers to greet customers, and distribute outreach materials YES or NO _____(initials)
 3. Display a promotional poster or window sticker in the front window of your restaurant at least 2 weeks prior to the event. YES or NO _____(initials)
 4. Distribute save-the-date postcards to patrons during the weeks leading up to the event. YES or NO _____(initials)
 5. Send promotional e-mail messages about Paint the Castro Red to a customer email list, if one exists. YES or NO _____(initials)
 6. Send all Paint the Castro Red proceeds to 30AIDS no later than January 31, 2012. YES _____(initials)
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Merchant Name

Manager/Owner Name

Manager/Owner Signature

Date

Leigh Illion & Saurabh Bajaj, Event Co-Chairs