



THE AIDS LEGAL COUNCIL OF CHICAGO
&
THE 2008 ADVOCATES OF THE YEAR AWARDS SELECTION COMMITTEE
are pleased to announce the recipients of
THE 2008 ADVOCATES OF THE YEAR AWARDS

HOWARD SPILLER
Outstanding Community Advocate Award

MAUREEN GALLAGHER, APN
Outstanding Health Care Advocate Award
The CORE Center

DR. ROBERT SAQUETON
Outstanding Health Care Advocate Award
Austin Health Care Center of Cook County

NANCY ABRAHAM
Outstanding Advocate in Client Services Award
AIDS Drug Assistance Program, Illinois Department of Public Health

WENDY COURTS
Outstanding Volunteer
Family & Children's AIDS Network

MEGAN MARTIN, RN
Outstanding Emerging Leader
Heartland's Community Health Center

THURSDAY, APRIL 3, 2008
THE PLAYBOY FOUNDATION



2008 SPONSORSHIP LEVELS



\$15,000 ADVOCATE

20TH ANNIVERSARY ANNUAL SPONSOR*

Event Host with Opening Remark privileges

Front Page logo recognition in the Council's newsletter.

Prominent logo placement in all print advertisements

Premier logo placement in Advocates of the Year invitations (5,000) and annual Fall Event invitations (5,000)

Full-page acknowledgement in the Advocates of the Year Program Book, premier placement

Verbal acknowledgement the evening of the event

Prominent display of corporate logo at the Playboy Foundation on the evening of the event

Logo placement in ALC Annual Report

Logo placement in ALC website

Complimentary admission for ten (10) guests to the Advocates of the Year Awards and annual Fall Event

Inclusion in all special event press releases

\$10,000 LEADERSHIP

20TH ANNIVERSARY ANNUAL SPONSOR*

Logo placement in all print advertisements

Premier logo placement in Advocates of the Year invitations (5,000) and annual Fall Event invitations (5,000)

Full-page acknowledgement in the Advocates of the Year Program Book

Verbal acknowledgement the evening of the event

Prominent display of corporate logo at the Playboy Foundation on the evening of the event

Logo placement in ALC Annual Report

Logo placement in ALC website

Special recognition in the Council's newsletter.

Complimentary admission for eight (8) guests to the Advocates of the Year Awards and annual Fall Event

Inclusion in all special event press releases

\$5,000 JUSTICE

Logo placement in Advocates of the Year invitations (5,000) and annual Fall Event invitations (5,000)

Full-page acknowledgement in the Advocates of the Year Program Book

Verbal acknowledgement the evening of the event and special recognition in the Council's newsletter

Display of corporate logo at the Playboy Foundation on the evening of the event

Name and/or Logo recognition in ALC Annual Report

Logo recognition in ALC website

Complimentary admission for six (6) guests to the Advocates of the Year Awards and annual Fall Event

2008 SPONSORSHIP LEVELS (CONT.)



\$2,500 RED RIBBON

Logo placement in Advocates of the Year invitations (5,000) and annual Fall Event (5,000)

Full-page acknowledgement in the Advocates of the Year Program Book

Verbal acknowledgement the evening of the event

Display of corporate logo at the Playboy Foundation on the evening of the event

Name recognition in ALC Annual Report and website

Complimentary admission for four (4) guests to the Advocates of the Year Awards and annual Fall Event

\$1,000 FRIEND

Logo placement in Advocates of the Year invitations (5,000)

Half-page acknowledgement in the Advocates of the Year Program Book

Verbal acknowledgement and display of corporate logo

Name recognition in ALC Annual Report and website

Complimentary admission for two (2) guests to the Advocates of the Year Awards

IN—KIND SPONSOR

The AIDS Legal Council of Chicago acknowledges the support of its corporate in-kind sponsors in the following manner:

- **In-kind gifts of less than \$250 in value:** Name recognition in ALC annual report and verbal acknowledgement at the event. Gifts donated as part of a raffle or silent auction will also receive signage at the event and a name/description listing in the Silent Auction/Raffle Guide.
- **In-kind gifts valued at \$251—\$999:** Name recognition in ALC annual report and verbal acknowledgement at the event. Gifts donated as part of a raffle or silent auction will also receive signage at the event and a logo/description listing in the Silent Auction/Raffle Guide. If item is a raffle prize, logo will appear on raffle ticket.
- **In-kind gifts valued at \$1,000—\$1,499:** All the benefits listed under the Friend sponsorship category, plus event signage and a logo acknowledgement in the Silent Auction/Raffle Guide. If donated item is a raffle prize, a full description of the gift will be included in the invitation (mailed to 5,000 households), and the logo will appear on raffle ticket.
- **Travel/Hotel/Food & Beverage Sponsors:** Will be recognized at the Red Ribbon level of support.

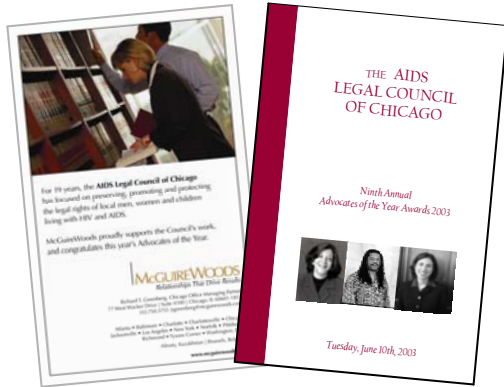
* 20th Anniversary Annual Sponsors are listed as lead sponsors of all AIDS Legal Council special events and are entitled to receive year-round publicity, tickets and other forms of acknowledgement for their support.

2008 SPONSOR BENEFITS



PROGRAM BOOK

The Advocates of the Year Program Book recognizes corporate and individual support and pays tribute to the year's slate of honorees. Space is reserved for major sponsors and is also available for purchase.



Full-page sample



1/4 page sample



1/2 page sample

NON-SPONSOR RATES

FULL PAGE (5 X 8)..... \$200

HALF-PAGE (5 X 4)..... \$120

QUARTER-PAGE (3 X 2)..... \$75

FORMAT.....JPEG & PDF FILES ONLY
NO BLEEDS

DEADLINE.....MARCH 12, 2008

EMAIL TO.....ricardo@aidlegal.com

PUBLICITY

Major sponsors receive logo placement in ALCC promotional materials, newsletters, invitations and paid press, if applicable. For details, please contact Ricardo Cifuentes, Director of Development at (312) 427-8990.

PUBLICITY DETAILS

POSTERS (COLOR).....250

INVITATIONS

GARDEN PARTY.....5,500

ADVOCATES OF THE YEAR.....1,500

PAID ADVERTISEMENTS

2008.....TBD

2007.....HALF-PAGE ADS, B/W, 5 WEEKS
WEEKLY CIRCULATION: 22,000
IMPRESSIONS: 110,000
TOTAL COST: \$3,975

NEWSLETTERS.....5,000

ANNUAL REPORT.....300

WEBSITE.....RELAUNCH SEPT. 07



Newsletter article with corporate logos.



Poster with logos



Corporate logo signage at event



1/2-page ad with logos.

2006 - 2007 SPONSORS

ADVOCATE

KIRKLAND & ELLIS LLP



LEADERSHIP

SIDLEY AUSTIN LLP
SIDLEY

WINSTON
& STRAWN
LLP

JENNER & BLOCK LLP

MAYER BROWN ROWE MAW LLP

MCGUIRE WOODS LLP

JUSTICE

BOWNE

DLA PIPER

RED RIBBON

BAKER MCKENZIE

ORBITZ

KIMPTON HOTELS

MARSHALL GERSTEIN & BORUN LLP

SONNENSCHN NATH & ROSENTHAL LLP

MCCAFFREY INTERESTS

DELOITTE

WINTERSTEEN & DUNNING

COLDWELL BANKER

STEAMWORKS

NORTHERN TRUST

MEDIA SPONSOR

CHICAGO FREE PRESS

2008 SPONSORSHIP FORM



1. CONTACT INFORMATION:

BUSINESS NAME

CONTACT PERSON

MAILING ADDRESS

CITY/STATE/ZIP PHONE

E-MAIL

2. EVENT SPONSORSHIP LEVELS

- ADVOCATE LEVEL** starting at \$15,000 **RED RIBBON LEVEL** starting at \$2,500
- LEADERSHIP LEVEL** starting at \$10,000 **FRIEND** starting at \$1,000
- JUSTICE LEVEL** starting at \$5,000 **IN-KIND** FAIR MARKET VALUE \$ _____

3. PROGRAM BOOK ADS

I'd like to reserve a program book tribute ad recognizing this year's honorees for their outstanding achievement in the fight against HIV (for non-sponsors only).

- Full-Page (\$200)
- Half-Page (\$120)
- Quarter-Page (\$75)

Please send ads by e-mail to ricardo@aidslegal.com no later than March 28, 2008. Color submissions are acceptable. Jpeg or pdf formats, preferred.

4. EVENT TICKETS

I'd like to purchase _____ tickets to the 2008 Advocates of the Year Awards (for non-sponsors only)

Enclosed is my check for \$ _____ payable to the AIDS LEGAL COUNCIL OF CHICAGO, or please charge my contribution to:

- VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Account Number _____

Exp. _____ Security Code _____ Signature _____

PLEASE COMPLETE THIS FORM AND RETURN TO AIDS LEGAL COUNCIL OF CHICAGO, 180 N. MICHIGAN AVE., SUITE 2110, CHICAGO, ILLINOIS, 60601, OR FAX TO (312) 427-8419.