



Dear Potential Sponsor,

Thanks for the opportunity to talk about the Greg Dollgener Memorial AIDS Fund with you and our event Metroball on June 8, 2012.

Payment can be made in 2011 for 2012 if that will help with you donations for the end of year.

Key dates to keep in mind –

Need sponsorship agreement by Feb. 3, 2012

Need full payment by March 2, 2012

Event Date is June 8, 2012

If you have any follow up questions after our meeting feel free to email me at

dhearn@gdmaf.org or planobar@aol.com

Or call 972-743-6323

David Hearn
Founder and Treasurer

An AIDS fundraising event in conjunction with Razzle Dazzle Dallas,
supporting the Greg Dollgener Memorial AIDS Fund

MERBALL

FRIDAY, JUNE 8TH
2012



GDMAF, Inc.

GREG DOLLGENER MEMORIAL AIDS FUND

GDMAF.ORG

GDMAF, Inc. is a Non-Profit 501(C)(3) Organization
P.O. Box 29091, Dallas, Texas 75229
Phone 972.743.6323



To: Potential Sponsor

November 22, 2011

Dear Potential Sponsor

We are very pleased to announce that not only is this year's **seventh annual MetroBall being held Friday, June 8th at S4, but that MetroBall is now the primary AIDS fundraising event of Razzle Dazzle Dallas, a community event attracting attendance from all over the United States.** It is anticipated that as many as 30,000 people will attend this 5-day event.

MetroBall continues to grow as a major AIDS fundraising event in Dallas, Texas. With this year's inclusion in Razzle Dazzle Dallas, we are projecting nearly 800 people to be in attendance at the event which will include a performance by a world renowned entertainer as the featured artist for the evening.

There are many sponsorship levels for your consideration. Please remember that your level of commitment increases the visibility for you and your organization by increased exposure in our print and web based media. With our collaboration with Razzle Dazzle Dallas, MetroBall's production this year is projected to be the biggest and most successful event yet. Your sponsorship is greatly appreciated and will give you prime placement in one of the most entertaining and exciting fundraising events of the year.

Thank you for your support in making possible the important work that the GDMAF does. We continue to be the resource of last resort for case managers and their clients. The GDMAF has for more than 15 years been a beacon of hope for people suffering from HIV/AIDS in North Texas who desperately need help with their emergency needs.

Please review the event information that is included with this package and carefully consider your participation at the Presenting Sponsor Level.

Please remember that it is your support that helps to make it possible for us to continue to help those with HIV/AIDS in North Texas.

If you have any questions, please feel free to contact us.

Cordially,
John Cooper-Lara
President – GDMAF
Email: metroball@gdmf.org

David Hearn
Treasurer and Founder of GDMAF
Email: dhearn@gdmf.org
Phone 972-743-6323

Important Information: All camera-ready artwork must be supplied to the GDMAF by 2/1/2012 to ensure placement in printed material. Please make your commitment today to be a partner in one of the most exciting, entertaining, and worthwhile events of 2012.

The GDMAF Inc. is an all volunteer, 501 (c) (3) organization.
For more information please check out our website at www.gdmf.org



What is MetroBall?

MetroBall is a fundraising event to help people with HIV/AIDS. We are expecting close to 800-1,000 people to be in attendance. **Our goal this year is to raise \$85,000 to benefit the Greg Dollgener Memorial AIDS Fund, a 501 (c) (3), all volunteer, non-profit organization.**

In 1994, Greg Dollgener lost his struggle with AIDS. His personal strength, volunteer work, and his own commitment to provide compassionate care for those afflicted with HIV and AIDS inspired those around him.

In 1996, a group of friends who had lost many of their friends and family members to AIDS, came together and created the GDMAF in Greg's honor so that his work and spirit could live on. With the help of people like you, the GDMAF continues to provide emergency assistance to those individuals and families who are impacted by HIV/AIDS in North Texas.

In 2006, MetroBall was born. **This event continues to attract a whole new audience to the AIDS effort – young adults.** The number of new cases of HIV among young adults is one of the fastest growing numbers in the United States. **Our effort with MetroBall fosters awareness of HIV/AIDS to this younger audience** while providing the GDMAF with a vital fund-raising event.

This year we are pleased to announce that MetroBall will be held at S4, "Dallas' Premier Dance Club". There will be a live and a silent auction, a Special Guest DJ, and a major headline International Recording Artist will perform as part of the evening's entertainment.

With your generous support, lives are being changed!

When is MetroBall?

Date: Friday June 8, 2012
Location: S4, "Dallas' Premier Dance Club"
Dallas, TX

Scheduled Events:

- VIP Party 7pm – 10 pm in the Granite Room
- Light appetizers and special Gift Bag included
- Granite Room open for VIP's until 12 Midnight.
- Dance Party 7pm - till closing on the main dance floor
- Guest Recording Artist to perform on stage
- Special Guest DJ to spin all night
- Silent Auction
- Live Auction
- Raffle Prizes to be awarded.



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With your Sponsorship you will receive:

Presenting Sponsor: \$25,000

- Sponsor's logo with prominent placement as "Presenting Sponsor" on all marketing materials for the event*
- 20 Event Tickets / 20 Raffle Tickets / Drink Tickets for the night in VIP room
- VIP Room access with light appetizers, will label the VIP room as presented by your company.
- Will be in all print, radio and on all electronic media. On special T-shirts for all volunteers.
- Will be presented on stage with recognition for what you do and your support.
- Will get to meet guest entertainer
- Will have special tie into to Razzle Dazzle events for the full week.
- Special Gift Bag
- 3 Reserved Parking

VIP Room Sponsor: \$7,500

- Sponsor's logo on all marketing materials for the event*
- Room will have signing that calls it "Your VIP Room" Name as sponsor with Logo
- Exclusivity for all marketing done in room, if you have branded bags can use for VIP bags.
- 15 Event Tickets / 15 Raffle Tickets / 15 Drink Tickets
- VIP Room access with light appetizers
- Special Gift Bag
- 2 Reserved Parking

Stage Sponsor: \$5,000

- Sponsor's logo on all marketing materials for the event*
- Can use banners and logo to identify the stage all night of the event for Main presentations
- Will be recognized for your sponsor ship on the stage.
- 10 Event Tickets / 10 Raffle Tickets / 10 Drink Tickets
- VIP Room access with light appetizers
- Special Gift Bag
- 2 Reserved Parking

Platinum Sponsor: \$1,000 to \$2,500 Sponsor's logo on all marketing materials for the event*

- 10 Event Tickets / 10 Raffle Tickets / 10 Drink Tickets
- VIP Room access with light appetizers
- Special Gift Bag
- Reserved Parking

Gold Sponsor: \$500-\$999

- 8 Event Tickets / 8 Raffle Tickets / 8 Drink Tickets
- VIP Room access with light appetizers
- Special Gift Bag
- Reserved Parking

Silver Sponsor: \$300 - \$499

- 6 Event Tickets / 6 Raffle Tickets / 6 Drink Tickets
- VIP Room access with light appetizers

Bronze Sponsor: \$200 - \$299

- 4 Event Tickets / 4 Raffle Tickets / 4 Drink Tickets
- VIP Room access with light appetizers

* Sponsor listing on all GDMAF produced marketing material: All camera-ready artwork must be supplied to GDMAF by 2/1/2012 to ensure placement in printed material.



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Media Overview

Scheduled Marketing Exposure

- Print AD
 - 2 Direct Mail pieces
 - Dallas Voice Online
 - Online Event Button
 - Event Banners
 - Station 4 Web Site
 - GDMAF Website
 - E-Blast
 - Facebook/Twitter
 - Full page ad in Dallas Bears TRBU Event - 1500 attendees in March
- Dallas Voice
 - Mailed over 500 key donors
 - Dallas Voice Website
 - Dallas Voice Website
 - S4/ JR's
 - S4
 - GDMAF.org

MetroBall logo will be included in all Razzle Dazzle Dallas Marketing material, signage, mailings, website



Facts about HIV/AIDS

- Over 1 million people in the United States live with HIV/AIDS today with approximately 40,000 new infections each year. In the Dallas Metroplex, approximately 20,000 individuals are currently living with HIV/AIDS. The Center of Disease Control estimates 50% of these individuals are infected but do not know their status. Approximately 75 people in the Dallas Metroplex are diagnosed HIV+ each month.
- AIDS is the leading cause of death for Blacks between the ages of 25 and 44, and the third leading cause of death for Hispanics in the same age group. The United States has one of the fastest growing female HIV infection rates in the world. Today's youth are at a high risk for infection due to an increased level of new HIV infections as well as growing rates of STDs amongst individuals in this group. These statistics indicate widespread unsafe sexual practices.
- Dallas is the third largest city and has the second highest HIV infection rate of any city in Texas. While African Americans account for 20% of the Dallas census population, they account for nearly 50% of all new infections. Combined, Black and Hispanic male youths account for 48% of all new male infections.

GDMAF, Inc.

GREG DOLLGENER MEMORIAL AIDS FUND

Mission Statement

THE MISSION OF THE GREG DOLLGENER MEMORIAL AIDS FUND IS TO ENHANCE THE LIVES OF PEOPLE WITH HIV/AIDS IN THE NORTH TEXAS AREA BY PROVIDING FINANCIAL ASSISTANCE FOR CRITICAL NEEDS WHEN OTHER RESOURCES ARE EXHAUSTED THROUGH OTHER LOCAL ORGANIZATIONS.