

**SAVE THE DATE**

# MERBALL

**June 7, 2019**



**GDMAF, Inc.**

**GREG DOLLGENER MEMORIAL AIDS FUND**

**GDMAF, Inc. is a Non-Profit 501(C)(3) Organization**  
**901 Mossvine Drive, Plano, TX 75023**  
**972.743.6323**



Thank you for your support and consideration!

Over 675 people attended in 2018

**2019**

**Sponsorship  
Package**

# Hello!

Dear Potential Sponsor,

I'd like to invite you to participate in this year's MetroBall to be held on June 7, 2019. GDMAF is celebrating its 23rd Anniversary as an organization. This yearly event is the primary funding source for the Greg Dollgener Memorial AIDS Fund (GDMAF). The MetroBall dance party and silent auction proceeds support local HIV / AIDS organizations and their clients' needs for emergency assistance in North Texas. We are a last resort organization.

In past years, this fun, exciting, and energy-filled event has included such artists as, Belinda Carlisle, Andy Bell of Erasure, Thelma Houston, Taylor Dyane, Linda Clifford, and Crystal Waters entertaining up to 700 persons supporting the work of the GDMAF organization. We had over 675 attend 2018 MetroBall with Expose', Shannon and Asia O'Hara.

The following pages outline the sponsorship levels available along with their associated benefits. We hope you'll review the sponsorship opportunities and commit to helping us to continue supporting the ever-growing number of people with HIV / Aids in need of emergency assistance.

Please keep the following key dates in mind –

- March 29, 2019 - Signed sponsorship agreement must be received with logo, either emailed or mailed. This will guarantee your company to be in all printed materials as well as electronic media on all early release about headliner for 2019.
- April 12, 2019 - Sponsorships final deadline for payment to be on all printed full run production of signing, press release, but will only be able to place sponsors in all electronic media and not printed materials after this date. Payments can be made via [www.gdmaf.org](http://www.gdmaf.org) by Paypal or by check mailed to address below.
- May 24, 2019- In Kind Donation items for Silent Auction are needed by this date and must be accompanied with a completed In-Kind Donation form. Will be promoted at the Silent Auction and in a booklet of items.  
- If you have any questions, concerns, or wish to make arrangements for specific sponsorships or payment options, please contact me so we can discuss further how you can participate in this important event.

Cordially,

David Hearn  
901 Mossvine Drive, Plano, TX. 75023  
[planobar@aol.com](mailto:planobar@aol.com)  
Or call 972-743-6323



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# What is MetroBall?

MetroBall is a fundraising event to help people with HIV/AIDS. We are expecting between 750 to 800 people to attend this year's event. **Our goal this year is to raise \$60,000 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.**

Again this year, MetroBall will be held at S4, "Dallas' Premier Dance Club". There will be a live and a silent auction, raffles 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 7, 2019  
Location: S4, "Dallas' Premier Dance Club"  
Dallas, TX

## Scheduled Events:

- Granite Room open for VIP's until 12 Midnight with light appetizers.
- Big Top Room for 1000.00 and up sponsor photo opportunity with Entertainer(s)
- Dance Party 7pm - till closing on the main dance floor
- Guest Recording Artist to perform on stage from 8:45- 10:00 PM
- Silent Auction
- Raffle Prizes to be awarded



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# Levels of Sponsorship

## Presenting Sponsor: \$35,000 / Entertainer Sponsor \$25,000

- Sponsor's logo with prominent placement as "Presenting Sponsor" on all marketing materials for the event\*
- 16 VIP Event Tickets / 32 Raffle Tickets / 16 Drink Tickets for the night with appetizers
- 8 ALL ACCESS Big Top Room with meet and greet of entertainer(s)
- Logo placement on special T-shirts for all volunteers.
- Will be mentioned on stage with recognition for your support and profile of your organization.
- Will be on GDMAF Webpage for entire year of 2019 as sponsor
- Will get to meet guest entertainer in Onyx Room. (ALL ACCESS Passes only.)
- 3 Reserved parking spaces for the event
- Logo will be on the Video Screens in the venue the night of the event.
- Logo will be on the Step and Repeat for photo opportunities.

## Big Top Room Meet and Greet / Winstar Trip Sponsor - \$10,000

- Sponsor's logo with prominent placement on all marketing materials for the event.
- 14 VIP Event Tickets / 28 Raffle Tickets / 14 Drink Tickets for the night in VIP room with appetizers
- 6 ALL ACCESS Big Top Room VIP areas
- Exclusive sponsor of the April 2019 Winstar Trip promoting Metroball
- Co-sponsor of the Meet and Greet room for the Entertainer in the Granite Room
- On Step and repeat for the photo opportunity with the entertainer.
- 2 reserved parking spaces for the event in gated parking lot.
- Logo will be on the Video Screens in the venue the night of the event.

## Granite Room Sponsor: \$5,000

- Sponsor's logo on all marketing materials for the event\*
- VIP Room signage will identify the room as sponsored by "You name here" with logo placement.
- Exclusivity for all marketing done in room, with the Presenting Sponsor if you have branded items you can have table set up to promote and give to our VIPS.
- Will be on the Step and repeat in the Granite Room.
- Will be on GDMAF Web page for entire year of 2019 as sponsor
- 12 VIP Event Tickets / 24 Raffle Tickets / 12 Drink Tickets
- 4 ALL ACCESS Passes to the Big Top Room for Meet and Greet with Entertainer(s)
- 2 Reserved parking spaces for the event.
- Logo on the Video Screens the night of the event.

## Platinum Sponsor: \$2,500

- Sponsor's logo on all marketing materials for the event\*
- Will be on GDMAF Web page for entire year of 2019 as sponsor
- 10 VIP Event Tickets / 20 Raffle Tickets / 10 Drink Tickets
- 3 ALL ACCESS Passes to the Big Top Room for Meet and Greet with Entertainer(s)
- 2 Reserved parking spaces for the event.
- Logo on Video Screens the night of the Event.

## Gold Sponsor: \$1000

- Sponsor's logo on all marketing materials for event\*
- Will be on GDMAF Web page for entire year of 2019 as sponsor
- 8 VIP Event Tickets / 16 Raffle Tickets / 8 Drink Tickets with access to light appetizers
- 2 All ACCESS VIP passes to Meet and Greet Entertainer(s) in the Big Top Room
- 1 Reserved parking spaces for the event.
- Logo on Video Screens the night of the event.

## Silver Sponsor: \$500

- 6 VIP Event Tickets / 12 Raffle Tickets / 6 Drink Tickets
- VIP Room access with light appetizers.

## Bronze Sponsor: \$250

- 4 VIP Event Tickets / 8 Raffle Tickets / 4 Drink Tickets
- VIP Room access with light appetizers.

In Kind donation sponsors – For those who donate in kind items for the silent auction valued over 400.00 will receive 2 VIP Tickets to the event and 2 Drink Tickets.

\* Sponsor listing on all MetroBall produced marketing material: All camera-ready artwork must be supplied to MetroBall by 3/29/2019 to ensure placement in printed material. Sponsorships accepted until June 1, 2018 but will only be in in electronic media after 4/12/2019.



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# Media Overview

- Print AD 4 Half page ads
  - 2 Direct Mail pieces
  - Dallas Voice Online
  - Online Event Button
  - Event Banners Station
  - 4 Web Site
  - GDMAF Website
  - E-Blast
  - Facebook/Twitter/Instagram
  - Full page ad in Dallas Bears TRBU Event - 1500 attendees in May 2017
  - Full page in Drag Bingo Denton and Plano - 300 people attending
  - Promote at all GALA North Texas Events beginning in December 2018
  - He Said email blast
  - Radio Advertising
  - Dallas Voice TV
- Dallas Voice  
Mailed over 700 key donors  
Dallas Voice Website  
Dallas Voice Website  
S4/ JR's  
S4  
GDMAF.org  
GDMAF.org and Dallas Voice list
- [cooper@gaylistdaily.com](mailto:cooper@gaylistdaily.com)  
KLUV 98.7 Radio  
Taped the night of the event / live



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# Did you know?

## HIV/AIDS

Our youngest client in the past year was 13. Our oldest was 72.

The cost of medical care and case management for one patient for a whole year is about \$2800 (not including medications) – The cost of one ER visit by a HIV+ person not in outpatient medical care is about \$12,000; \$35,000 for an inpatient visit.

- 1 in 5 living with HIV in the U.S. are UNAWARE of their infection.
- AIDS is the #2 killer of Hispanics in the US ages 25-44
- Dallas had the highest HIV infection rate in the state of Texas during 2015
- Ages 13-24 is the fastest growing group for HIV infections in 2015.
- There are 1.5 million living cases of HIV in the US; 65,000 in Texas
- There are over 20,000 living with HIV in North Texas today
- There are over 6,500 individuals living with HIV in Dallas who are not in medical care.
- AIDS is now the #1 killer of women ages 15-45 across the globe.

Respect Yourself – Get Informed, Get Tested, Get Involved!



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## 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 ALL OTHER LOCAL AIDS ORGANIZATIONS. WE ALSO SUPPORT IN THE EDUCATION IN THE FIGHT AGAINST HIV AND AIDS.

IN 2018 GDMAF SUPPORTED THESE ORGANIZATIONS AFTER THEY HAD EXHAUSTED ALL THEIR RESOURCES TO HELP THE CLIENTS.

PRISM HEALTH OF NORTH TEXAS  
RESOURCE CENTER OF DALLAS  
AIN - ACCESS AND INFORMATION NETWORK  
HEALTH SERVICES OF NORTH TEXAS  
DENTON HEALTH SERVICES OF NORTH TEXAS PLANO  
AIDS SERVICES OF DALLAS  
PARKLAND - AMELIA COURT IN DALLAS AND BLUTT OFFICE IN OAK CLIFF  
ARMS CLINIC, ARCH CENTER – CHILDREN'S MEDICAL CENTER DALLAS  
AIDS OUTREACH OF FT. WORTH  
LEGACY COUNSELING CENTER  
AIDS WALK SOUTH DALLAS



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