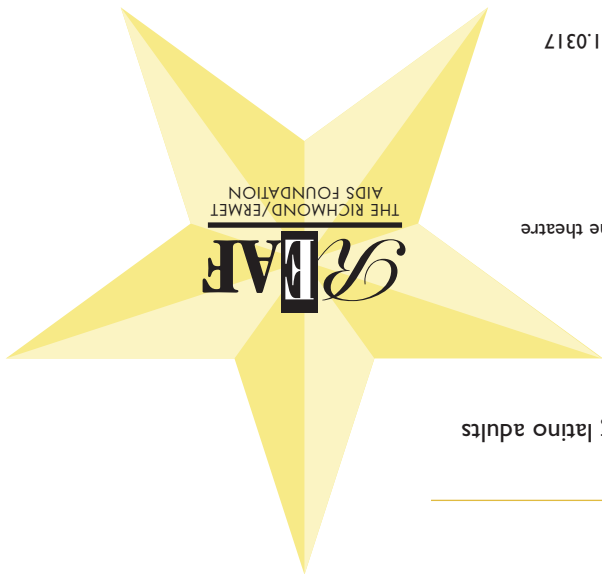


## REAF'S UNDERWRITER CAMPAIGN: BUILDING HOPE – SUSTAINING LIVES

As an underwrite of The Richmond/Ermet AIDS Foundation,, you can make a huge impact on the lives of hundreds of people living with HIV and AIDS in the Bay Area. Local agencies are still facing critical funding shortages through cuts in government funding and reduced overall giving. AIDS funding across the country has steadily declined in recent years while demand for services has continued to increase. More people with HIV and AIDS are living longer, healthier lives but depending on the life-sustaining services provided by AIDS service agencies to maintain their health as well as their lives. San Francisco still has the highest per capita prevalence of people living with AIDS and the third highest number of AIDS cases in the United States.

REAF is committed to helping to bridge that gap in funding, primarily through grants funded through the production of quality entertainment events. Your contribution will not only support our 13th annual *Help is on the Way* gala but also help provide life-sustaining services to hundreds of people living with HIV in the Bay Area through our beneficiary agencies. Underwriters help underwrite the cost of production and receive a variety of benefits based on level. To have your name listed in the invitation as an Underwriter, please respond by June 1, 2007.



REAF • 942 DIVISADERO STREET, STE. 201 • SAN FRANCISCO, CA 94115 • 415.931.0317  
[www.helpisontheway.org](http://www.helpisontheway.org)

**2007 SUMMER BENEFICIARIES**

*Help is on the Way XIII: Sunday, August 5, 2007*

Aguilas: to support El Ambiente, an HIV prevention program targeted towards young latino adults  
AIDS Legal Referral Panel: to support general operations  
Matri: to support general operations  
STOP AIDS Project: to support HIV education programs  
Vital Life Services (Oakland): to support their van service and general operations  
An additional grant will also be given to Broadway Cares/Equity Fights AIDS who support members of the theatre community living with AIDS as well as providing additional grants to AIDS service agencies nationwide.  
Beneficiaries for *Help is on the Way for the Holidays IX* will be selected later in the year.

# 2007 HELP IS ON THE WAY UNDERWRITER CAMPAIGN



RAISING FUNDS FOR AIDS SERVICE PROVIDER AGENCIES THROUGH THE PRODUCTION OF QUALITY ENTERTAINMENT EVENTS

# 2007 LEVELS & BENEFITS OF UNDERWRITING

## GENERAL UNDERWRITER LEVELS

### \$250-\$424: SUPPORTING PLAYER CIRCLE:

- 1 Supporting Player seating ticket to the performance
- Supporting Player listing in the invitation and program.
- An invitation to a special Underwriter Appreciation party 2 weeks before the gala
- Admission to both pre-performance gala reception and post-performance Underwriter party with the cast.
- An invitation to the check presentation party in the Fall.

### \$425-\$549: CELEBRITY CIRCLE:

- 2 Celebrity Circle seating tickets to the performance
- Celebrity Circle listing in the invitation and program
- An invitation to a special Underwriter Appreciation party 2 weeks before the gala
- Admission to both pre-performance gala reception and post-performance Underwriter party with the cast.
- An invitation to the check presentation party in the Fall.

## VIP UNDERWRITER LEVELS

### \$550-\$999:VIP DIRECTOR CIRCLE:

- 2VIP Director Circle seating tickets to the performance
- VIP Director Circle listing in the invitation and program
- Admission to VIP reception before pre-performance gala reception
- VIP gift bag
- A quarter page ad in the program
- An invitation to a special Underwriter Appreciation party 2 weeks before the gala
- Admission to both pre-performance gala reception and post-performance Underwriter party with the cast.
- An invitation to the check presentation party in the Fall.

### \$1,000 - \$1,999:VIP PRODUCER CIRCLE

- 4VIP Producer Circle seating tickets to the performance
- VIP Producer Circle listing in the invitation and program
- Admission to VIP reception before pre-performance gala reception
- VIP gift bag
- A quarter page ad in the program
- Acknowledgment at the performance
- An invitation to a special Underwriter Appreciation party 2 weeks before the gala
- Admission to both pre-performance gala reception and post-performance Underwriter party with the cast.
- An invitation to the check presentation party in the Fall.

### \$2,000 - \$4,999: VIP STAR CIRCLE

- 8VIP Star Circle seating tickets to the performance
- VIP Star Circle listing in the invitation and program
- Admission to VIP reception before pre-performance gala reception
- VIP gift bag
- A half page ad in the program
- Special acknowledgment at the performance
- An invitation to a special Underwriter Appreciation party 2 weeks before the gala
- Admission to both pre-performance gala reception and post-performance Underwriter party with the cast.
- An invitation to the check presentation party in the Fall.

### \$5,000 - \$9,999: VIP PATRON CIRCLE

- 12VIP Patron Circle seating tickets to the performance
- VIP Patron Circle listing in the invitation and program
- Admission to VIP reception before pre-performance gala reception
- VIP gift bag
- A half page ad in the program
- Special acknowledgment from the stage at the performance
- An invitation to a special Underwriter Appreciation party 2 weeks before the gala
- Admission to both pre-performance gala reception and post-performance Underwriter party with the cast.
- An invitation to the check presentation party in the Fall.

### \$10,000 AND ABOVE: VIP GRAND PATRON CIRCLE

- 18VIP Grand Patron Circle seating tickets to the performance
- VIP Grand Patron Circle listing in the invitation and program
- Admission to VIP reception before pre-performance gala reception
- VIP gift bag
- A full page ad in the program
- Special acknowledgment from the stage at the performance
- An invitation to a special Underwriter Appreciation party 2 weeks before the gala
- Admission to both pre-performance gala reception and post-performance Underwriter party with the cast.
- An invitation to the check presentation party in the Fall.

*We estimate that all but \$50/ticket is tax-deductible to the extent allowed by law. Please check with your tax accountant.*

## STRETCH YOUR DOLLARS WITH EXTENDED GIVING

Giving with this program makes it easier to participate at higher levels, giving more power to the fight against AIDS. Choose the format that best fits your situation. We'll automatically charge your credit card account in the increments you choose.

I want to be an Underwriter and support REAF in the fight against AIDS. I would like to make a contribution at the following level:

- \$250-\$424 SUPPORTING PLAYER
- \$425-\$549: CELEBRITY CIRCLE
- \$550-\$999:VIP DIRECTOR CIRCLE
- \$1,000 - \$1,999:VIP PRODUCER CIRCLE
- \$2,000 - \$4,999: VIP STAR CIRCLE
- \$5,000 - \$9,999: VIP PATRON CIRCLE
- \$10,000 VIP GRAND PATRON CIRCLE

\$ \_\_\_\_\_ Amount inclosed.

I would like to make my gift:

\_\_\_\_ In one payment

\_\_\_\_ Divided equally in the following months

\_\_\_\_\_

All gifts to be completed by July 25, 2007.

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Home Phone/Other Phone \_\_\_\_\_

Email: \_\_\_\_\_

Name(s) as you wish to be listed in acknowledgments:

\_\_\_\_\_

Charge my  Visa  MasterCard  American Express  Check is enclosed

Credit card # \_\_\_\_\_ Expires \_\_\_\_\_

Name as on card \_\_\_\_\_

Signature \_\_\_\_\_

REAF is a 501(c)(3) California non-profit organization. Your contribution is tax-deductible to the extent allowed by law. REAF donates tickets to all events to persons with HIV/AIDS who would otherwise be unable to attend financially. If you would like to submit a name of someone fitting this category, please contact the Foundation office at 415.931.0317.