

2016 SPONSORSHIP
OPPORTUNITIES

2016

HOUSE OF **DIFFA**
LAS VEGAS

12.2.16

WHO WE ARE

House of DIFFA Las Vegas is an elite fashion event tailored to an exclusive audience. As the preeminent showcase of high design, this national HIV/AIDS event benefits local nonprofits right here in Las Vegas, while converging the worlds of live performance art, music and philanthropy.

National history: We are one of the largest and most successful non-profit fundraising organizations with chapters in Dallas, New York City, Chicago, Kansas City, San Francisco and Seattle. Established in 1984, DIFFA has through its various chapters granted more than \$41 million to over a hundred front line HIV/AIDS Service Organizations nationally providing direct care to those living with or affected by HIV/AIDS.

2016 HOUSE OF DIFFA LAS VEGAS THEME

Eden

This elite, high-fashion and sensually entertaining spectacular telling the story of love, lust and temptation in Las Vegas on a 100-foot runway. Design Industries Foundation Fighting AIDS (DIFFA), a national organization, brings its highly regarded and exclusive annual event to Las Vegas, benefiting five organizations that support the LGBTQ and HIV/AIDS communities: The Center, Aid for AIDS of Nevada, Sin City Sisters of Perpetual Indulgence, Community Counseling Center of Southern Nevada, and Golden Rainbow.

STUDENT PARTNERSHIP

House of DIFFA Las Vegas has partnered with The Las Vegas Fashion Council to provide a creative outlet for fashion design students through the events Silent Auction. One of a kind items are created by students then auctioned off during the event, all proceeds from this endeavor benefits The Las Vegas Fashion Council scholarship program for local fashion design students. Highlighting the design community, DIFFA hosts multiple events throughout the season including Picnic By Design, Burgers & Burgundy and House of DIFFA. Through your support and generosity, we are able to make a significant impact in our community.

LAS VEGAS
FASHION
COUNCIL

YOUR TEAM

EXECUTIVE BOARD

Cray Bauxmont-Flynn
Patrick Bozarth
Antioco Carillo
Carrie Carter-Cooper
Gary Costa
Michael Dimengo
Tracy Skinner

EVENT COMMITTEE CHAIRS

Cray Bauxmont-Flynn
Executive Chair

Barbara Molasky
Honorary Chair
Style Ambassador

2016 - 2017 STEERING COMMITTEE

David Ayzenberg	Garrett Pattiani
Cory Burgess	Andrew Pounders
Arlene Cooper	Phil Reynolds
Sean Frazier	Victor Rodriguez
Stacey Gualandi	Joe Sena
James Healey	Kimberlie Shea
Aaronell Matta	Jeffrey Wong
Jim McCoy	
Claire Nagel	
Joseph Oddo	

NOTE FROM DEVELOPMENT & UNDERWRITING CHAIR

Dear Friend,

Coming up at the end of 2016, we are pleased to present "House of DIFFA" on December 2 2016 in Las Vegas.

This unique event will bring together five of Las Vegas most beloved charities which serve those both infected and affected by HIV/AIDS: The Center, Golden Rainbow, AFAN, The Sin City Sisters of Perpetual Indulgence and Community Counseling Center of Southern Nevada. Never before have these five organizations come together as beneficiaries for one amazing event.

One of the largest and most successful fundraising organizations aiding HIV/AIDS, DIFFA is a non-profit service provider with chapters in Dallas, New York City, Chicago, Kansas City, San Francisco and Seattle.

The Las Vegas event chapter, formed in 2014 in Southern Nevada provides funding to local HIV/AIDS Service Organizations within our community. Established in 1984, DIFFA has through it various chapters has granted more than \$41 million to over a hundred front line HIV/AIDS Service Organizations nationally providing direct care to those living with or affected by HIV/AIDS.

House of DIFFA Las Vegas has partnered with The Las Vegas Fashion Council to provide a creative outlet for fashion design students through the events Silent Auction. One of a kind items are created by students then auctioned off during the event, all proceeds from the auction bids from the students sold creations benefit The Las Vegas Fashion Council scholarship program for local fashion design students. Highlighting the design community, DIFFA hosts multiple events throughout the season including Picnic By Design, Burgers & Burgundy and House of DIFFA. Through your support and generosity, we are able to make a significant impact in our community.

We are writing to you today to invite you to showcase your companies commitment to assisting these organizations with their missions to change the face of HIV & AIDS in the Las Vegas community.

Enclosed for your review is a packet of information giving you more insight into the mission of this event, the benefactors for which we are raising funds and awareness for as well as the various sponsorship opportunities, both financial and in-kind. On behalf of all the beneficiaries and the House of DIFFA steering committee, thank you for your consideration.



Cray Bauxmont-Flynn
Executive Chair

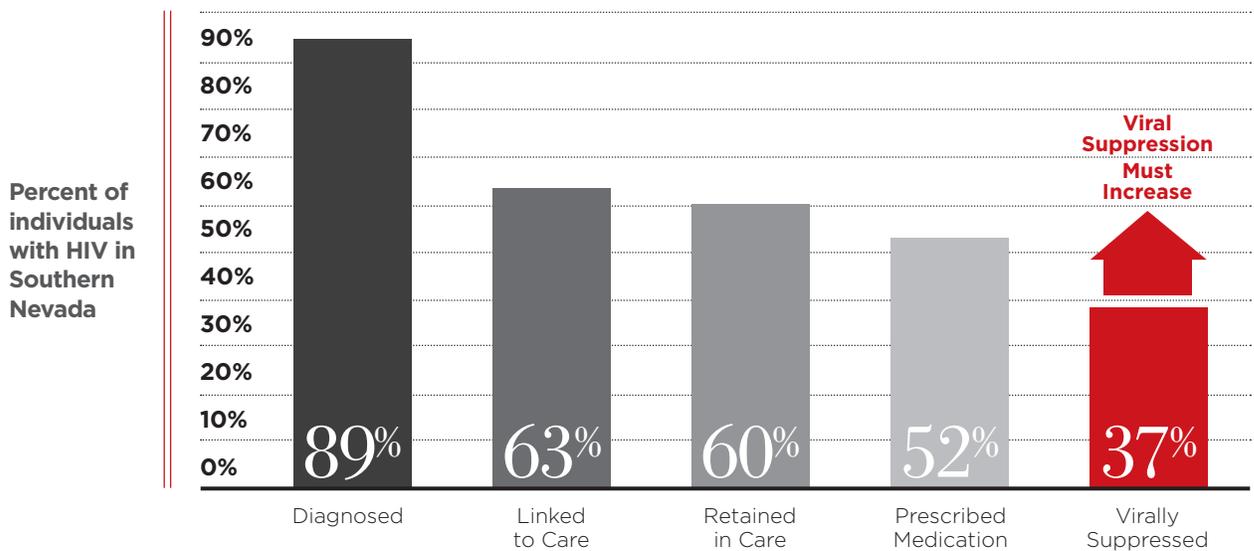
HIV FACTS IN SOUTHERN NEVADA

- Over 429 people in Nevada were diagnosed with HIV in 2014 with 89% (383 cases) diagnosed in Clark County
- The largest age segment diagnosed with HIV is 18-24 years of age
- Persons under the age of 34 make of 58% of all new diagnoses in Clark County in 2014
- Females represent 15% of new cases diagnosed
- Minorities make up more than 66% of all new HIV diagnoses in Clark County
- Clark County has the highest case rate of people living with HIV in Nevada
- Clark County has had a 21% increase in the number of individuals living with from 2010 to 2014

*Source: (Southern Nevada Health District 2014)

WHY PREVENTION AND CARE ARE IMPORTANT

DIFFA' grants help service organizations meet the ultimate goal to educate, prevent and when necessary, suppress HIV viral loads. As the graph below illustrates, we must not only diagnose new cases early, but also link those individuals to care and medications.



*Individuals who are diagnosed, in consistent medical care, and virally suppressed are **96% less likely to transmit HIV.***

WHO DIFFA SUPPORTS

DIFFA's grant making tradition has been to support start up or emerging programs and ideas that reflect a unique or innovative approach to the HIV/AIDS epidemic; projects which incorporate strategic collaboration between agencies or efforts that use proven techniques to prevent infection and provide care. Due to DIFFA's structure, we are able to grant in targeted areas through local chapters as well as nationally. The Foundation issues grants annually, although we can and do respond to emergency requests. DIFFA grants to hundreds of organizations across the U.S., including recent grantees such as Gay Men's Health Crisis, Alpha Workshops, God's Love We Deliver, Jerusalem House and Bailey House, among dozens of others.

The Las Vegas DIFFA sponsored events alone has granted \$140,000 in the last two years alone. Of the \$41 million raised, more recently DIFFA has granted non-earmarked funds national to the following AIDS service organizations and emergency funds:

- AIDS Arms, Inc.
- AIDS Interfaith Network
- AIDS Outreach Center
- AIDS Services
- A Sister's Gift
- Bryan's House
- Children's Hospital
- GMHC
- Legacy Counseling Center
- Legal Hospice
- SAGE (Services and Advocacy for GLBT Elders)
- The LGBT Center of Southern Nevada



A thank you piece of art developed by the children of Cook Children's Medical Center

OUR GRANT PROCESS

DIFFA grant review process ensures our donor's funds create the greatest impact and go to the areas of greatest need. Each AIDS service organization or fund is interviewed by our Executive Board and DIFFA Board of Trustees. DIFFA does on-site inspections, judges fiscal responsibility through an examination of agency financial statements, and measures program effectiveness throughout the year on behalf of our donors.

PATRON DEMOGRAPHICS

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • Social leaders, affluent, well-educated • Supporters of the art, fashion and design industries • High discretionary income | <ul style="list-style-type: none"> • 23% of patrons from the Summerlin & Green Valley neighborhoods with income concentrations greater than \$200,000 | <ul style="list-style-type: none"> • The top 10% of patrons are in the top 20% of wage earners in the United States • Average age: 39 • Male: 61%, Female 39% |
|--|--|--|

LAS VEGAS BENEFICIARIES

This unique event will bring together five of Las Vegas most beloved charities which serve those both infected and affected by HIV/AIDS: The Center, Golden Rainbow, AFAN, The Sin City Sisters of Perpetual Indulgence and Community Counseling Center of Southern Nevada.



The Center

The Gay and Lesbian Community Center of Southern Nevada, a community-based organization, supports and promotes activities directed at furthering the well-being, positive image, and human rights of the lesbian, gay, bisexual, trans gender, and queer community, its allies, and low to moderate income residents in Southern Nevada.



Golden Rainbow

Golden Rainbow is a grass roots organization, founded by members of the entertainment industry who saw the need to provide housing for people with HIV/AIDS when one of their own was forced to live and die in a garage. Entertainers, doing what they do best, put together a show to raise money for this worthwhile cause.



Aid for AIDS of Nevada

Aid for AIDS of Nevada (AFAN) provides support and advocacy for adults and children living with and affected by HIV/AIDS in southern Nevada. AFAN works to reduce HIV infection through prevention education to eliminate fear, prejudice and the stigma associated with the disease.



The Sin City Sisters of Perpetual Indulgence

We exist as an order of 21st century nuns dedicated to the promulgation of universal joy and the expiation of stigmatic guilt. Our ministry is one of public manifestation and habitual perpetration. We work to raise money for our Sisters AIDS Drug Assistance Program (SADAP) and other community charities.



Community Counseling Center of Southern Nevada

Community Counseling Center of Southern Nevada provides quality substance abuse and mental health treatment to the southern Nevada population. CCC counselors help families stay together, prevent homelessness, and work with clients to help them lead sober lives. CCC counselors also work with HIV/AIDS and Hepatitis C infected and affected clients to improve their coping skills and well-being.



DIFFA

DIFFA: Design Industries Foundation Fighting AIDS raises awareness and grants funds to organizations that provide treatment, direct care services, preventive education programs and advocacy for individuals impacted by HIV/AIDS.

MEDIA REACH

DIFFA nationally has a comprehensive media strategy, the following is just some of the extensive reach the DIFFA chapters provides through 15.5 million unique on-line visitors each month , over 8 million in print circulation each month and coverage through top radio and TV stations.

Television media



Print media

- Modern Luxury
- Elle Decor
- PaperCity
- FD Luze
- Veranda
- Luxury Home Magazine
- The Chronicle
- People's Newspapers
- Interior Design
- Design
- Patron Magazine
- Architectural Digest
- BIZBASH
- He said magazine
- Fashion Scoop Daily
- The New York Times
- WWD
- Dwell
- DFW Style Daily
- Luxe



2015 SEASON SPONSORS



SPONSORSHIP OPPORTUNITIES AT A GLANCE

	CORPORATE			INDIVIDUAL		
	Bronze (\$2,500)	Silver (\$5,000)	Gold (\$10,000)	Sapphire (\$2,500)	Ruby (\$5,000)	Emerald (\$10,000)
hodlv.org site logo placement or recognition						
Half-page color ad in House of DIFFA program						
Full-page color ad in House of DIFFA Program						
Sponsor recognition in House of DIFFA Program						
Tickets to Private Patron & Preview Party	2	6	8	2	6	8
\$2,500 front row seat at House of DIFFA (10 persons)						
\$5,000 front row table at House of DIFFA						
\$10,000 runway placement table at House of DIFFA						
Verbal recognition at House of DIFFA						
Strategic brand placement at House of DIFFA						

Tables seat 10

Larger sponsorships, such as Presenting & Title Sponsorship, are available upon request.
Enquire about in-kind participation.

EXAMPLE CORPORATE SPONSORSHIP PACKAGE

Partnering with DIFFA will provide a unique opportunity to align with regional and national supporters. DIFFA views our sponsorships as partnerships and works to develop tailored packages that maximize the sponsor's brand. The following are examples of the packages we develop for our sponsors.

Event Sponsorship (details upon request)

Sponsorship of free services for House of DIFFA including:

- Hair & makeup
- Production, lighting & videography
- Table décor
- Meals for House of DIFFA volunteers

Bronze Sponsorship (\$2,500)

- Logo placement on hodlv.org
- Two tickets to Private Patron & Press Preview Party
- Half-page color ad in House of DIFFA event program
- Sponsor recognition in House of DIFFA program
- 10 front row seats at House of DIFFA

Silver Sponsorship (\$5,000)

- Logo placement on hodlv.org
- Six tickets to Private Patron & Press Preview Party
- Half page color ad in House of DIFFA event program
- Logo recognition as bronze sponsor in House of DIFFA program
- Verbal recognition at House of DIFFA
- One \$5,000 (10 seats) placement table on runway at House of DIFFA
- Brand placement, if applicable, at House of DIFFA event
- Bottle service and dessert

Gold Sponsorship (\$10,000)

- Logo placement on hodlv.org
- Eight tickets to Private Patron & Press Preview Party
- Full page color ad in House of DIFFA event program
- Logo recognition as silver sponsor in House of DIFFA program
- Verbal recognition at House of DIFFA
- One premium table (10 seats) at runway end at House of DIFFA
- Brand placement, if applicable, at House of DIFFA event
- Bottle service and dessert
- Premium gift bag

INDIVIDUAL SPONSORSHIP PACKAGES

Individual donors make up the largest portion of the dollars raised each year by DIFFA. Our top donor population provides the critical funds necessary to execute our mission. This year, we are launching a new program to recognize our top individual sponsors of DIFFA.

Sapphire Sponsorship (\$2,500)

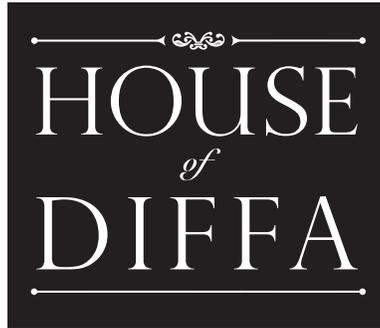
- Two tickets to the Private Patron Party
- One Premium \$2,500 table (10 seats) with runway placement at House of DIFFA
- Recognition in the House of DIFFA program and website

Ruby Sponsorship (\$5,000)

- Six tickets to the Private Patron Party
- One \$5,000 table (10 seats) with runway placement at House of DIFFA
- Recognition in the House of DIFFA program and website
- Bottle service and dessert

Emerald Sponsorship (\$10,000)

- Eight tickets to the Private Patron Party
- One \$10,000 table (10 tickets) with runway placement at House of DIFFA
- Recognition in the House of DIFFA program and website
- Verbal recognition at House of DIFFA
- Bottle service and dessert
- Premium gift bag



CONTACT INFORMATION

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Executive Chair

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hodlv.org