



**2011 Sponsorship Packages
for the 4th Annual
“Look Up, Mobile!”™
Photographic Landmark Hunt**

“Those who still have the means need to support charities that have been devastated by shrinking donations and devalued endowments.” President Barack Obama

Dear Friend,

In July 2011, the South Alabama CARES Board of Directors and numerous volunteers will launch the 4th annual “Look Up, Mobile!” Photographic Scavenger Hunt Contest, to raise much-needed funds for the continued work of South Alabama CARES. This year’s event will feature *exciting* new partners and *fresh* new ideas! The contest will be an excellent opportunity for you or your organization to contribute to a worthy cause and get your name recognized as sponsoring an event that is both creative and fun for all who choose to participate. This unique event has been featured in the “Living” section of the *Mobile Press Register*, *The Mobile Bay Monthly* magazine, and local television and radio media outlets. This year the event will be marketed even more aggressively than in the past, providing greater exposure to you as a sponsor.

Over the past three years, “Look Up, Mobile!” has raised more than \$30,000 for HIV/AIDS Education and Services. Due to continued cuts in federal, state, and local funding, the money raised by this effort is now more important than ever. In the last 3 years, there have been 388 new cases of HIV/AIDS diagnosed in the 12 counties supported by South Alabama CARES. The agency continues to provide services to over 560 clients a year, with administrative costs kept to a minimal 10% of funds received.

South Alabama CARES, a 501(c)(3) not-for-profit organization, functions as the regional access point for support services and education and is recognized as a vital resource in the effort to provide help and hope to those living with the disease and combat its spread *until AIDS is no more*.

The contest features a high-quality book of 25 photographs taken throughout the Mobile area by five local photographers. Entrants purchase the book for \$20 and search the area to locate the sites of the photographs. All correct submissions are then placed in a drawing, with one winner chosen. The winner of “Look Up, Mobile!” is awarded a \$1000 cash prize. For more details on the contest, visit www.lookupmobileonline.org or our FaceBook group page, “Look Up Mobile!” You can also follow CARES on Twitter @salabamacares.

CARES needs your help! Please consider becoming a sponsor. “Look Up, Mobile!” 2011 is now a much anticipated annual event that is sure to raise more excitement this year. Mobile, it’s time to “Look Up!”

Respectfully yours,

The South Alabama CARES Board of Directors



2011 Sponsorship Package Order
South Alabama CARES
P.O. Box 40296
Mobile, AL 36640
251.471.5277
FAX: 251.471.5294
FAX: 251.479.5294
www.lookupmobileonline.org

The categories of sponsorship for the South Alabama CARES 2011 "Look Up, Mobile!" Photographic Scavenger Hunt are listed below. Simply check the level of sponsorship at which you or your organization wishes to participate. Please include credit card information or check made payable to "South Alabama CARES" and mail it to: South Alabama CARES, c/o "Look Up, Mobile!" Contest, 2054 Dauphin Street, Mobile, AL 36606-1929. For more information regarding contributions, please call (251) 471-5277. Upon receipt of your contribution, you will receive an immediate response via mail acknowledging receipt of your donation, as well as a request to submit logo(s) and additional information as needed for the booklet.

Gallery Sponsor

\$1000

Sponsorship of the "Look Up, Mobile!" Photographic Gallery to include:

- Signage, including camera-ready logos, at the "Look Up, Mobile!" Exhibit
- Signage, including camera-ready logos, at 2 consecutive LoDa Art Walks in downtown Mobile
- Recognition as a Gallery sponsor in the "Look Up, Mobile!" contest book
- Recognition as a Gallery sponsor on the "Look Up, Mobile!" website and on all promotional materials

Benefactor

\$500

Sponsorship includes:

- Contact information and camera ready logos of your organization detailed in the contest book
- Sponsorship of one photograph in the contest booklet
- Recognition of you or your organization to be displayed below you sponsored photograph hanging in the "Look Up, Mobile!" gallery
- Recognition as a Benefactor on the "Look Up, Mobile!" website

Contributor

\$250

Sponsorship includes:

- Identifying you or your organization in the contest book
- Recognition as a Contributor on the "Look Up, Mobile!" website

Friend

\$100

Sponsorship includes:

- Your name listed as a Friend in the contest book and on the "Look Up, Mobile!" website
- Recognition as a Friend on the "Look Up, Mobile!" website

Other

Contributions of less than \$100 are also appreciated, and may be made to "Look Up, Mobile!"

- Please specify amount: \$ _____

**All contributions are tax deductible. All contributions over \$25 will receive a letter of receipt from South Alabama CARES for tax purposes.*

Method of Payment:

Visa MasterCard American Express Check

Credit Card #: _____ Expiration Date: _____

Signature: _____

Name: _____ Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____ Fax: () _____

Email: _____ Web Domain (for links): _____

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“Look Up, Mobile!” 2011 Schedule

April 1, 2011	Sponsorship agreements posted on website Recruitment of Sponsors begins Photographers begin photographing sites
June 1, 2011 June 24, 2011	Final photographs chosen Deadline for receipt of all sponsorships
July 8, 2011	Books on sale at July Art Walk
August 12, 2011	Books on sale at August Art Walk
August 31, 2011	Deadline for contest entries
September 9, 2011	Awards party at Café 615