



# THE LAST ONE

[www.TheLastOneFilm.com](http://www.TheLastOneFilm.com)





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## Program Overview

### WHO

Presented by The NAMES Project Foundation (Custodian of The AIDS Memorial Quilt) and Red Thread Productions (Producer of *The Last One*)

### WHAT

An HIV/AIDS Prevention and Education Program that combines the time-tested strength of The AIDS Memorial Quilt National Display Program with the compelling feature-length film, *The Last One*. Together, fabric and film will travel the Nation to inform, inspire and ultimately usher in a new era of HIV/AIDS awareness and advocacy.

### WHEN

Beginning in Late Fall 2015 and continuing through World AIDS Day 2016

### WHERE

Launch event and Screening(s) in major U.S. city (i.e Atlanta) plus 500 venues in 2016  
Note: International Venue optional



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### WHY – The need

The response to HIV/ AIDS has evolved considerably over the past three decades – thankfully, advances in treatment and care have made for some the vision of a long HIV+ life a reality, for others a dream. Regardless, **AIDS is slowly slipping out of the public discourse.** This silence poses a real threat to populations at the highest risk for HIV infection.

In the United States – new HIV infections number approximately 50,000 annually.

**1 in 4 of these new HIV infections occurs someone 15-24 years of age,**

**1 in 5 among women and girls over the age of 13**

Early stigmatization of the disease created barriers and today **stigma and silence continue to fuel HIV infection rates.** Today, there are an estimated **1.2+ million people in the United States living with HIV.** **An estimated 14% don't know they are infected, resulting in (estimated) 30% of new infections in the United States.**



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### WHY - Addressing the need

The AIDS Memorial Quilt is the internationally acclaimed community arts project that was the original response to the epidemic. The results speak for themselves: Data collected at Quilt displays reveals that the experience is so powerful that between 80%-90% of viewers are motivated to seek further information about HIV/AIDS after seeing The Quilt.

The NAMES Project has an existing network of display program hosts who host Quilt annually - many are now asking for supplemental material for inclusion in display activity. *The Last One* responds to this important request.



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### HOW

By linking the power of two communication forces – The Quilt and *The Last One* – The NAMES Project and Red Thread Productions will amplify the powerful lessons each contain giving educators, counselors, community and thought leaders a new combination of engaging tools to use in the classroom and the boardroom, on college and university campuses, in community and government centers and a host of other venues and settings.

The NAMES Project and Red Thread will produce a kick-off series of events in a major U.S. city (Atlanta) connected to The Atlanta AIDS Walk, World AIDS Day (Nationally) and the National HIV Prevention Conference scheduled for December 2015. In 2016 up to 500 select Quilt display sites will be provided with screenings of *The Last One*.



## Sponsor Benefits

The AIDS Memorial Quilt has a proven track record and an extremely loyal following. Screenings of *The Last One* will (and have) re-energized the conversation about HIV/AIDS at a time when AIDS has fallen off the radar. Participating in this program will offer sponsors a one-of-a-kind opportunity to reach **millions of individuals in person.**

Sponsorships include:

- Licensing fee for film
- Speaker panel(s)
- Program discussion guide(s)
- Attendance at the kick-off cocktail event in Atlanta

Sponsors will receive:

- Exposure to 500 community and school groups
- Website impressions projected at over 5 million
- Market impressions estimated at over 3 million

Your support will help ensure that millions of individuals have access to The Quilt and *The Last One*'s life-affirming and life saving messages and will help to usher in a new era of compassion and action in the age of AIDS. **Two Assets. Multiple Events. National Exposure.**



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## Sponsor Benefits

"Those who have seen The Quilt know its power. It is an ideal venue for beginning a dialogue that can be difficult to start. It opens discussion between peers, educators and students, parents and children and the community as a whole."

*- Harriet Sanford, National Education Association Foundation*

**Responses to The Quilt:** from 2010 exit survey

- **8 out of 10** students say seeing The Quilt makes them want to find out more about how to prevent HIV infection
- **9 out of 10** students say seeing The Quilt made HIV/AIDS more real for them
- **6 out of 10** students said they wanted to talk about HIV/AIDS with their parents after seeing The Quilt
- **9 out of 10** teachers say The Quilt enhanced their ability to teach about HIV/AIDS





## Sponsor Packages Available

Platinum Sponsor (1) - \$500,000

Gold Sponsor (2) - \$100,000

Silver Sponsor (3) - \$50,000

Bronze Sponsor (4) - \$25,000

Sponsorships and grants can be  
custom tailored



THE  
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## Become A Sponsor

Please contact:

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