

Together We Celebrate



**2026 Red Wig Walk
Sponsorship Packet**



RED WIG WALK 2026

This year we will celebrate the 13th year of the annual Red Wig Walk. Presented by Metro Health, the Red Wig Walk raises awareness of HIV prevention, treatment, and support services in the Baton Rouge area. This year's theme is "Together is Never Defeated". And, this event strives to bring in a diverse network of participants, media and community leaders. Moreover, the Red Wig Walk will focus on the support services and tools that we have available to fight and win against HIV. This year's event will be in-person and live.

In the most recent *CDC HIV Surveillance Report (Vol. 28)*, Baton Rouge MSA ranked 4th in the nation for HIV diagnoses rates. The Baton Rouge MSA also ranked 10th in AIDS case rates in 2018 among the large metropolitan areas in the nation. As of June 2020, there are 5,546 people living with HIV/AIDS in Metro Baton Rouge. In 2019, nearly one in five new HIV diagnoses in Louisiana were from East Baton Rouge parish. East Baton Rouge Parish has a large proportion of women living with HIV (37%). In 2019, 28% of new HIV diagnoses were female. More women were diagnosed with HIV in East Baton Rouge Parish in 2019 than any other parish in Louisiana. The majority of all new HIV diagnoses (84%), AIDS diagnoses (89%), and persons living with HIV (86%) are Black people in East Baton Rouge Parish. Only 47% of the parish population is Black. Even with these staggering statistics, great work is happening to turn the page. It is critical to continue to focus on and empower the people in our community.

Your assistance is vital to helping us bring awareness to the HIV epidemic and the tools we have to fight against it. Join community allies, advocates, and activists by becoming a sponsor for this year's Red Wig Walk. Below you will find the different sponsorship levels. The Red Wig Walk is highly touted, well received, and full of excitement. It is safe to say that there is nothing like the Red Wig Walk. We appreciate your consideration and hope to hear from you soon. If you have any questions email Shirley Lolis at slolismetrol@gmail.com.



WHAT TO EXPECT

COMMUNITY TALKS

Speeches from community advocates/leaders and experts in the fight against HIV

PERFORMANCES

Entertainment ranging from musical guests, word speak, dance, and song.

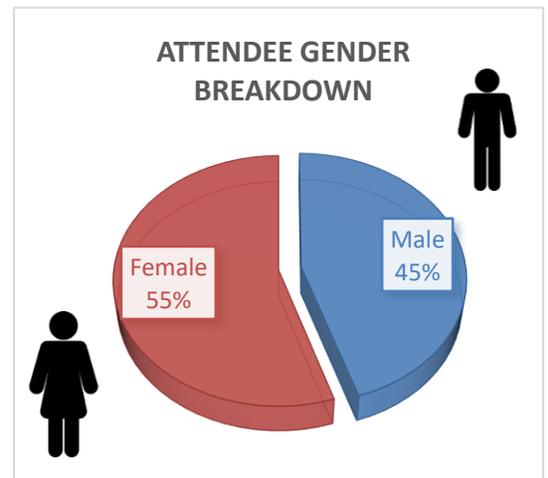
GIFT BAGS

Gift bag includes a free t-shirt, commemorative wig and brochure commemorating the event.

DOOR PRIZES

Cash and Item prizes to be won by participants

150 Virtual and In-person Viewers Expected



We need your participation and assistance to help in the fight against HIV/AIDS in our community. Donations are also accepted and any contribution that you can provide will be greatly appreciated. For additional information, please call (225) 338-9333 or send an email to slolismetrol@gmail.com.

PARTNER WITH US

Below are the available sponsorship packages for The Red Wig Walk 2025. If you would like to customize your own sponsorship package, please email slolismetrol@gmail.com. We appreciate your time and consideration and hope to hear from you soon.

RUBY WIG SPONSOR: \$6,000



-  5-minute presentation time during the event
-  45-second promotional video played before and after event
-  Large logo on event flyers
-  Mentioned and tagged on all social media posts regarding the event
-  Acknowledged at the beginning, mid-point, and end of event
-  Sponsorship mention on radio and TV promotions
-  Sponsorship mention on press release
-  Sponsorship logo on promo videos
-  Banner Recognition
-  Sponsor name and logo in event brochure
-  Listed as a sponsor on the Red Wig Walk Official webpage
-  Listed as a partner on Metro Health's official webpage
-  Recognition as sponsor on social media sites
-  Recognition as sponsor on electronic newsletters
-  Recognition as sponsor on event crawler
-  Vendor Table set up at event site



CRIMSON WIG SPONSOR: \$4,000



-  30-second promotional video played before and after event
-  Medium logo on event flyers
-  Mentioned and tagged on entertainment and speaker/presenter social media posts regarding the event
-  Acknowledged at the beginning and end of event
-  Sponsorship mention on radio and TV promotions
-  Sponsorship logo on promo videos
-  Banner Recognition
-  Sponsor name and logo in event brochure
-  Listed as a sponsor on the Red Wig Walk Official webpage

**Please Make all Checks
Payable to BRBAC Metro
Health Education**



- 🎗️ Listed as a partner on Metro Health's official webpage
- 🎗️ Recognition as sponsor on social media sites
- 🎗️ Recognition as sponsor on electronic newsletters
- 🎗️ Recognition as sponsor on event crawler
- 🎗️ Vendor Table set up at event site

PURPLE WIG SPONSOR: \$2,000



- 🎗️ Small logo on event flyers
- 🎗️ Mentioned and tagged on speaker/presenter social media posts regarding the event
- 🎗️ Acknowledged at the beginning of the event as a sponsor
- 🎗️ Sponsorship logo on promo videos
- 🎗️ Banner Recognition
- 🎗️ Sponsor name and logo in event brochure
- 🎗️ Listed as a sponsor on the Red Wig Walk official webpage
- 🎗️ Recognition as sponsor on social media sites
- 🎗️ Recognition as sponsor on electronic newsletters
- 🎗️ Recognition as sponsor on event crawler
- 🎗️ Vendor Table set up at event site.

PINK WIG SPONSOR: \$800



- 🎗️ Banner Recognition
- 🎗️ Sponsor name and logo in event brochure
- 🎗️ Recognition as sponsor on social media sites
- 🎗️ Recognition as sponsor on electronic newsletters
- 🎗️ Recognition as sponsor on event crawler
- 🎗️ Vendor Table set up at event site.



Email promotional material to slolismetro1@gmail.com

Become a sponsor online at brbacmetrohealth.wixsite.com/redwigwalk/become-a-sponsor

Last date to become a sponsor is April 6