In December of 2014, the friends, family, and colleagues of SMART’s beloved advisory board member, John Falkenberg, came together to establish the John Fund and hold our first event. John, who passed away on May 1, 2013, played a critical role as mentor and advisor for SMART. In addition to being an invaluable resource for SMART’s programs, he also worked to grow SMART’s individual donor base. The John Fund represents his deep commitment to our mission. We rely on the money raised from the John Fund to help fill in the gaps for our ever-growing and vital programs for women and youth.

Each year, we observe World AIDS Day at our December John Fund event. We reflect and remember those we have lost. We recognize people and community partners who have stood with us on the front lines in the ongoing battle to end this epidemic. This year we will be honoring the Fund for the City of New York.

CORPORATE SPONSORSHIP LEVELS:

Bronze - $2,500 (includes 1 table)
- Sponsor’s name/logo will be included on all event-related materials (invitation, eBlasts, and program)
- Sponsor’s name/logo will be listed on SMART’s “Supporters” page

Silver - $5,000 (includes 2 tables)
All of the above, plus:
- Sponsor’s name/logo will be included in specific social media posts related to the event
- Sponsor will be verbally acknowledged during the program at the event and on an on-screen image

Gold - $7,500 (includes 3 tables)
All of the above levels, plus:
- Sponsor’s name/logo will be included in the official John Fund video available after the event. The video will be posted on SMART’s social media outlets (Facebook, Instagram, Twitter) and on SMART’s website
- Sponsor will be included in program and has the opportunity to speak briefly at the event

For more information or to purchase a sponsorship, contact Susan Rodriguez at susan.rodriguez@smartuniversity.org