



**ELTON JOHN
AIDS FOUNDATION**

CORPORATE PARTNER PROSPECTUS

SINCE 1992, **THE ELTON JOHN AIDS FOUNDATION** HAS WORKED TO OVERCOME THE **STIGMA, DISCRIMINATION AND NEGLECT** THAT KEEPS US FROM ENDING AIDS. THROUGH **PUBLIC AND PRIVATE** SUPPORTERS AND PARTNERS, THE ELTON JOHN AIDS FOUNDATION HELPS TO CREATE **A WORLD OF LOVE, COMPASSION, AND DIGNITY** FOR PEOPLE LIVING WITH OR AT RISK OF HIV/AIDS.



ELTON JOHN AIDS FOUNDATION **IN NUMBERS**



3,035

HIV PROJECTS FUNDED
IN OVER 90 COUNTRIES



\$515 MILLION+

RAISED FOR HIV/AIDS GRANTS
GLOBALLY



LEVERAGED AN ADDITIONAL
\$350 MILLION

IN HIV FUNDING WORLDWIDE



4,341,755

PEOPLE TESTED FOR HIV, WITH 5%
OF THOSE DIAGNOSED LINKED TO
LIFESAVING CARE
(SINCE 2015)



9,561,325

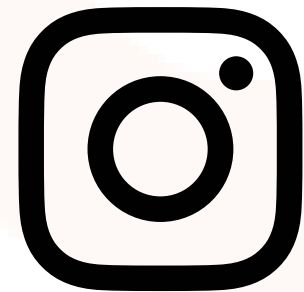
PEOPLE DIRECTLY SUPPORTED
WITH EDUCATIONAL
RESOURCES AND AWARENESS
MATERIALS (SINCE 2015)



100 MILLION

PEOPLE REACHED WITH EDUCATION,
PREVENTION, TREATMENT AND TESTING
MESSAGING AND SUPPORT

ELTON JOHN AIDS FOUNDATION **IN NUMBERS**



@EJAF

83,100 FOLLOWERS



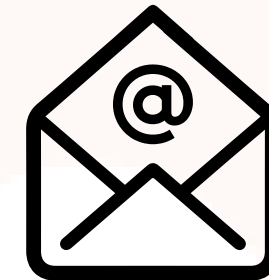
@EJAF

49,000 FOLLOWERS



@ELTONJOHNAIDSFOUNDATION

5,300 FOLLOWERS



NEWSLETTER

17,500 SUBSCRIBERS



@ELTONJOHNAIDSFOUNDATION

105,200 FOLLOWERS



BRANDS ARE RIPE FOR SOCIAL IMPACT PARTNERSHIPS

- 🗣️ **86% OF CONSUMERS** EXPECT BRANDS TO TAKE ONE OR MORE ACTIONS **BEYOND THEIR PRODUCT AND BUSINESS.**
- 🗣️ **63% OF CONSUMERS** ARE MORE ATTRACTED TO BRANDS THAT FOCUS ON MAKING **THE WORLD A BETTER PLACE.**
- 🗣️ **52% OF CONSUMERS** ARE MORE LIKELY TO BUY FROM A BRAND THAT COMMITS TO SUPPORTING **HEALTHCARE AND HUMAN RIGHTS** CAUSES.
- 🗣️ **60% OF CONSUMERS** SAY BRANDS SHOULD MAKE IT EASIER TO SEE ITS **VALUES** AND ITS POSITION ON **IMPORTANT ISSUES** AT THE POINT OF SALE.

*2021 EDELMAN TRUST BAROMETER



VALUED SUPPORTERS



H E A R S T



JIMMY CHOO

BVLGARI



GILEAD

American Airlines



MAC
AIDS FUND

WELLS
FARGO

LALIQUE

VICTORIA BECKHAM



Audi

VANITY FAIR

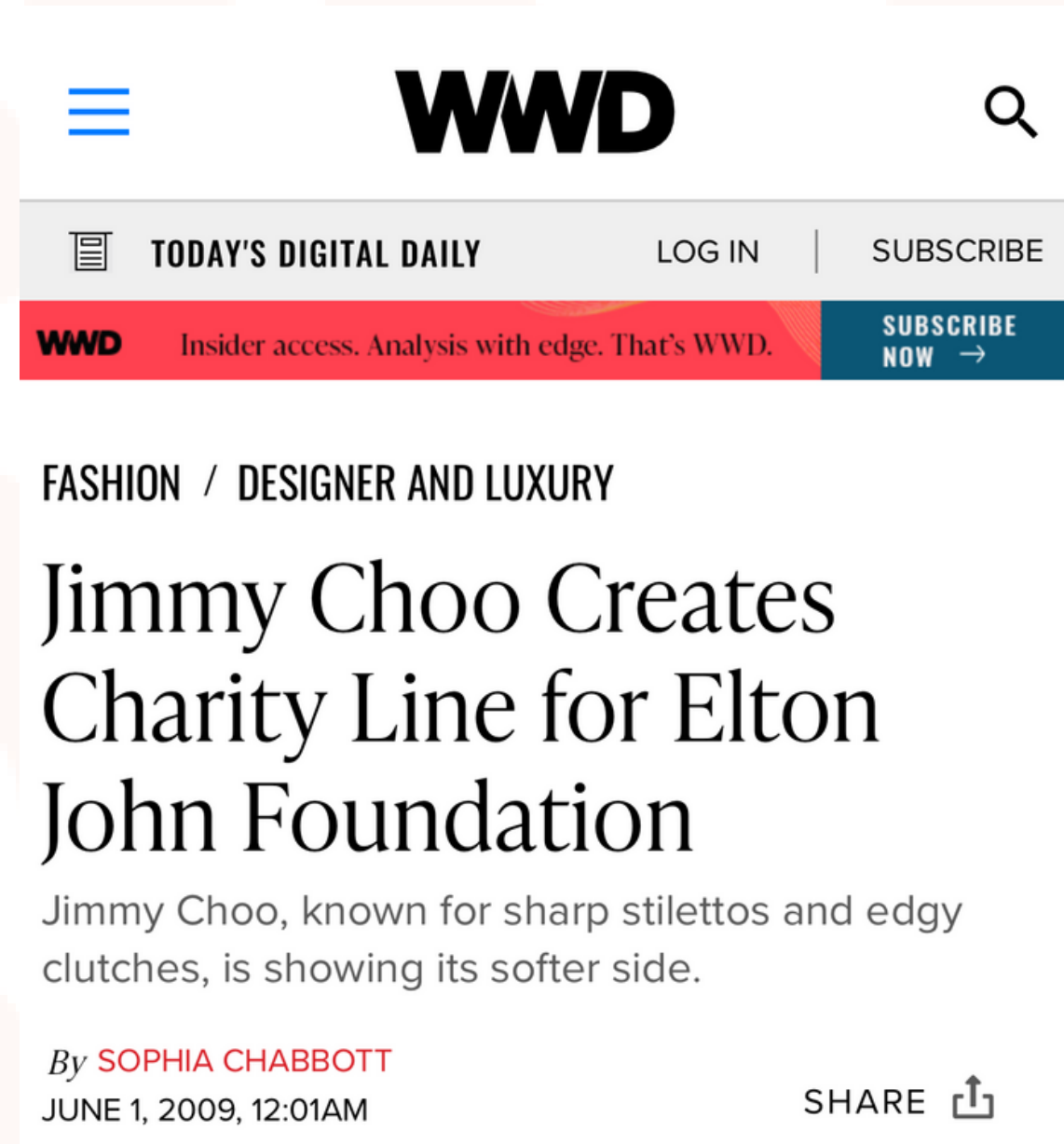


MERCK

Chopard



PARTNERSHIP CASE STUDIES



PARTNER WITH US. **BESPOKE OPPORTUNITIES INCLUDE:**



**JUNE PRIDE
ACTIVATION**



**WORLD AIDS DAY
DEC. 1ST ACTIVATION**



**YEAR-ROUND
ACTIVATIONS**

- **PERCENTAGE OF SALES OR CHECK OUT CAMPAIGNS**
- **CO-BRANDED PRODUCTS**
- **SOCIAL MEDIA ACTIVATIONS**
- **CONSUMER ENGAGEMENT PROGRAM**



WE BELIEVE AIDS

CAN BE BEATEN.

JOIN US.

**TO DISCUSS A CUSTOM PARTNERSHIP PROPOSAL
PLEASE CONTACT:
ZOE.KATZ@ELTONJOHNAIDSFOUNDATION.ORG**

WWW.ELTONJOHNAIDSFOUNDATION.ORG

