



**ELTON JOHN
AIDS FOUNDATION**

CORPORATE PARTNER PROSPECTUS



**ELTON JOHN
AIDS FOUNDATION**

Inspired by Ryan White, Elton John started the **Elton John AIDS Foundation (EJAF)** in Atlanta in 1992, recognizing the need to bring compassion and humanity to those stigmatized because of HIV and AIDS.

Since our founding, we have raised over \$600 million and leveraged an additional \$350 million to support those in need.

EJAF **LEADS THE WAY**

INNOVATIVE PROJECTS IN OVER
90 COUNTRIES SINCE WE BEGAN

\$600M RAISED TO DATE

TRANSFORMATIONAL HIV WORK
IN THE **UK** AND **USA**

OVER **3000** PROJECTS
SUPPORTED

OVER **5 MILLION** LIVES SAVED





The Rocket Fund is the Elton John AIDS Foundation's transformative \$125 million campaign to redouble the fight against AIDS everywhere.

Growing levels of stigmatization, marginalization, and poverty have led to high rates of HIV and low access to healthcare. We have the chance to tackle these issues and create a brighter and more equitable future – for everyone, everywhere.

As of December 2025, we have raised \$110 million.

A COMMITMENT TO:



LGBTQ+ COMMUNITY



YOUNG PEOPLE



PEOPLE WHO USE DRUGS

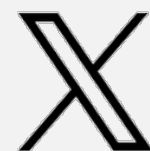


EJAF IN NUMBERS



@EJAF 

117,000 FOLLOWERS



@EJAF 

52,300 FOLLOWERS



@ELTONJOHNAIDSFOUNDATION 

12,100 FOLLOWERS



NEWSLETTER

45,000 SUBSCRIBERS



@ELTONJOHNAIDSFOUNDATION 

111,000 FOLLOWERS



2025 **HAPPENINGS** CALENDAR*

Academy Awards
Viewing Party, Los Angeles
MARCH 2, 2025

Pride Month
JUNE 2025

World AIDS Day
DECEMBER 1, 2025

APRIL 2025
Launched Rocket
Response Fund

HOLIDAY 2025

*subject to change as of March 2025



BRANDS ARE RIPE FOR **SOCIAL IMPACT PARTNERSHIPS**

- Q 86% OF CONSUMERS** EXPECT BRANDS TO TAKE ONE OR MORE ACTIONS BEYOND THEIR **PRODUCT AND BUSINESS**.
- Q 63% OF CONSUMERS** ARE MORE ATTRACTED TO BRANDS THAT FOCUS ON MAKING THE **WORLD A BETTER PLACE**.
- Q 52% OF CONSUMERS** ARE MORE LIKELY TO BUY FROM A BRAND THAT COMMITS TO **SUPPORTING HEALTHCARE AND HUMAN RIGHTS CAUSES**.
- Q 60% OF CONSUMERS** SAY BRANDS SHOULD MAKE IT EASIER TO SEE ITS **VALUES** AND ITS POSITION ON **IMPORTANT ISSUES** AT THE POINT OF SALE.
- Q ONE IN TWO PEOPLE** FROM ACROSS TEN COUNTRIES SAY THAT **ESG ISSUES HAVE A HIGH LEVEL OF INFLUENCE** ON THEIR DECISION TO PURCHASE PRODUCTS OR SERVICES FROM SPECIFIC COMPANIES.



PARTNER WITH EJAF



PERCENTAGE OF SALES OR CHECK OUT CAMPAIGNS



CO-BRANDED PRODUCTS



SOCIAL MEDIA ACTIVATIONS



CONSUMER ENGAGEMENT PROGRAM



EMPLOYEE EDUCATION - FIRESIDE CONVERSATIONS

SOCIAL MEDIA ACTIVATION / EMPLOYEE ENGAGEMENT

LET YOUR INNER ELTON OUT!

As an opportunity for a consumer or employee engagement social media activation, the Elton John AIDS Foundation created a dynamic, integrated communications campaign to engage key stakeholders, consumers, and employees.

This campaign, inspired by our compassionate, fearless leader, encourages the world to LET YOUR INNER ELTON OUT – to show their authentic selves, take a stand against stigma, and champion equality, health equity and love.



Elton John invites you to
Let Your Inner Elton Out!



PARTNERSHIP CASE STUDY

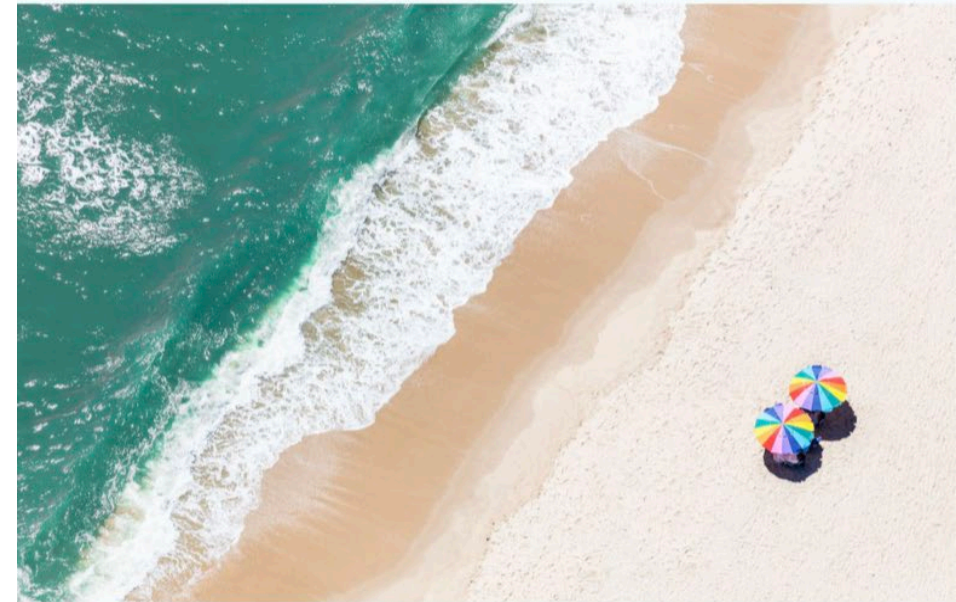
PERCENTAGE OF SALES

GRAY MALIN

During June 2022, 2023, 2024 and 2025, photographer Gray Malin partnered with EJAF to identify a Pride Month Print that gave back.

Gray Malin donated 50% of the purchase price of one dedicated print each year to the Elton John AIDS Foundation.

The partnerships included co-promotion through social media, newsletters, and traditional media.



In celebration of Pride month, Gray Malin is donating
50% of sales of Gin Beach, Southampton to the
Elton John AIDS Foundation until June 30th, 2022.

SHOP NOW

GRAYMALIN X



PARTNERSHIP CASE STUDY

CO-BRANDED PRODUCT, SOCIAL MEDIA ACTIVATION

MARMITE

In 2023, the Elton John AIDS Foundation partnered with Marmite to launch a limited-edition jar, inspired by the 50th anniversary of Elton John's critically acclaimed *Goodbye Yellow Brick Road* album and iconic artwork.

The launch of the *Goodbye Yellow Brick Road* jar marked the beginning of a three-year partnership through 2025 between Marmite and the Elton John AIDS Foundation; with Marmite donating \$1 million to help the Foundation continue its work to provide life-saving treatment and care in the UK and around the world to those most at risk of HIV and AIDS.



PARTNERSHIP CASE STUDY

IN PERSON & SOCIAL MEDIA ACTIVATION, PRODUCT PARTNERSHIP

SAKS FIFTH AVENUE

As part of the retailer's 2022 holiday campaign, Saks launched an integrated partnership supporting the Elton John AIDS Foundation's Rocket Fund.

The partnership included a \$1 million donation to The Rocket Fund, a curated multi-vendor merchandise capsule collection, dedicated EJAF holiday window displays at the Saks Fifth Avenue New York Flagship, and a special performance of "Your Song" by Elton John during the iconic Saks light show and window unveiling.



PARTNERSHIP CASE STUDY

CO-BRANDED PRODUCT, PERCENTAGE OF SALES

TATEOSSIAN

As a Pride Partner of The Elton John AIDS Foundation, Tateossian crafted an exclusive collection, called "The Pill Project" in an effort to contribute to an HIV-free future. Tateossian is donating 12% of the wholesale value of products purchased from "The Pill Project" collection to EJAF through December 2024.



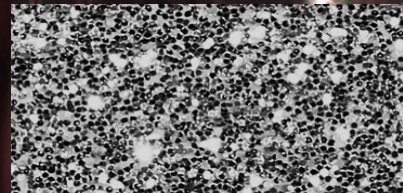
PARTNERSHIP CASE STUDY

CO-BRANDED PRODUCT, SOCIAL MEDIA ACTIVATION

CHARLOTTE TILBURY

As part of their 2023 holiday campaign, Charlotte Tilbury and the Elton John AIDS Foundation launched an integrated campaign as the Official Founding Beauty Partner of The Rocket Fund powered by the Elton John AIDS Foundation.

The collaboration included a limited-edition partnership box: the Collector's Edition Rocket Collection, which was comprised of two lipsticks, known as "Rock Lips", a "Rockstar" makeup bag, and a pair of Elton John Eyewear glasses. Charlotte Tilbury made a £1 million donation to support the Elton John AIDS Foundation.



PARTNERSHIP CASE STUDY

CHECK OUT CAMPAIGN

M·A·C

The Elton John AIDS Foundation has been a beneficiary of M·A·C VIVA GLAM for over 20 years.

To celebrate the longevity of the partnership, for a period of 10 months, customers at M·A·C retail locations were invited to make a donation to EJAF upon checkout, totaling \$150,000.

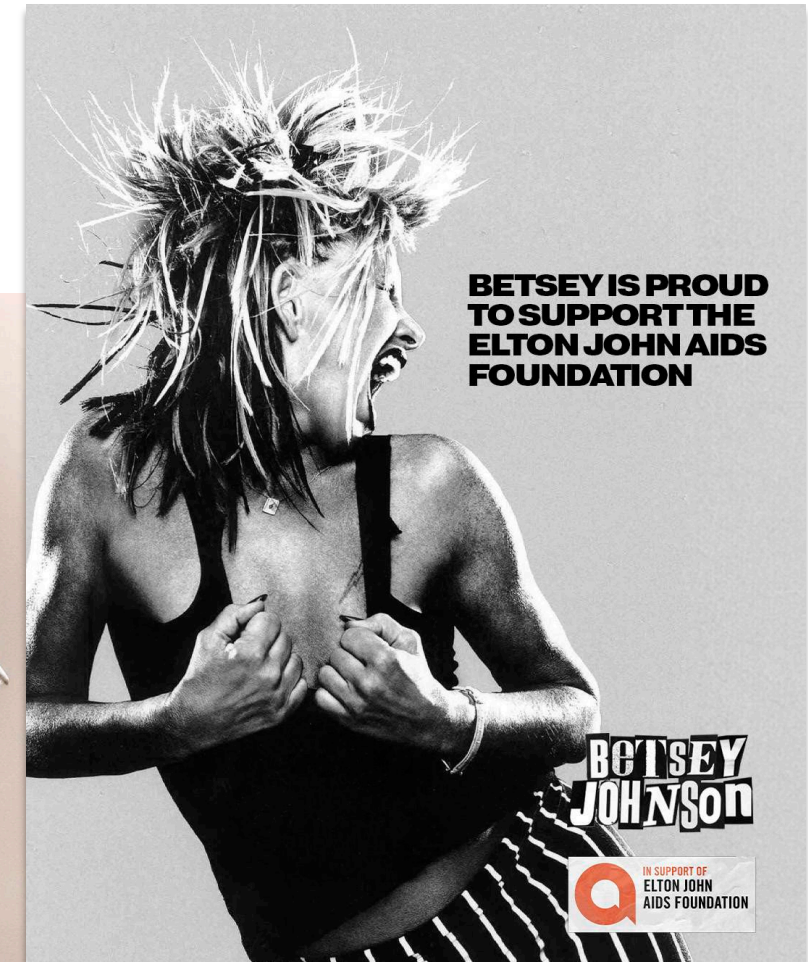


PARTNERSHIP CASE STUDY

PERCENTAGE OF SALES

BETSEY JOHNSON

Launching with a curated collection of rhinestone accessories in December 2024, \$1 per product purchased from various EJAF collections through 2025 will be donated to the Elton John AIDS Foundation through Betsey Johnson's partnership with ShoppingGives, in addition to an initial \$50,000 donation by the Steve Madden Foundation in association with Betsey Johnson.



PARTNERSHIP CASE STUDY

EMPLOYEE ENGAGEMENT / FIRESIDE CHATS





**ELTON JOHN
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JOIN US. SAVE LIVES.

To discuss a custom partnership proposal
please contact Zoe Samuels or Emily Poznanski
partnerships@eltonjohnaidsfoundation.org