

# DAY-OF-EVENT PLANNING GUIDE FOR TEAM LEADERS



**AIDS  
WALK  
NEW YORK**  
MAY 21, 2017



## **IS THERE A PARTICIPATION FEE?**

AIDS Walk New York does not require walkers to raise a minimum amount of money. However, we do encourage everyone to set a fundraising goal and do their best to achieve it. Additionally, fundraising walkers are eligible for several awards!

## **WHERE DOES THE MONEY GO**

The funds raised at AIDS Walk New York support the services provided by GMHC and dozens of other AIDS service organizations in the tri-state area.

## **WHY AREN'T MY CASH AND CHECK CONTRIBUTIONS SHOWING ON MY PAGE?**

While credit card donations made through the website will automatically appear on a walker's personal fundraising page, cash and check donations, or "offline donations," require walkers to update their fundraising webpage. Log in and chose the "Enter Offline Donations" option in the upper right-hand corner of the screen for your contributions to appear.

## **WHAT ARE MATCHING GIFT PROGRAMS?**

Matching gift programs are established by many companies with the intention of supporting nonprofit organizations. Visit [ny.aidswalk.net/Matching-Gift-Info](http://ny.aidswalk.net/Matching-Gift-Info) to find out the matching gift policies of your donor's companies.

## **IF SOMEONE IS REGISTERED AS AN INDIVIDUAL, CAN THEY STILL JOIN MY TEAM?**

Pre-registered walkers can still be part of your team. Simply call the AIDS Walk New York office at 212.807.9255(WALK), with the walker's name, address, phone number, and e-mail address and ask to have them transferred.

## **WHERE DO I MEET MY TEAM?**

If you have 20 or more members on your team by Friday, May 13, you will have an assigned Team Meeting Station. If not, we suggest choosing a place ahead of time to meet your team before the walk!

## **HOW DO I GET AN UPDATED ROSTER?**

Team Rosters are always available on your team web page. Click on your team name to view your team's web page and see those currently registered to your team! You may also request a roster from your Fundraising Specialist.

## **WHAT ARE GOLD TEAMS?**

Gold Teams are the top 20 fundraising teams from the previous year. In recognition of their outstanding efforts, Gold Teams enjoy several perks; including their own meeting area, an exclusive sign-in area, and a professional photo taken on the day of the event.

## **CAN I RUN THE WALK?**

For the first time ever registrants have the opportunity to participate in the first ever RUN! AIDS Walk New York. Any individual who raises \$250 is automatically qualified. Additionally, any participants raising over \$500 will receive our RUN! AIDS Walk cap and jersey.

## **WHAT IS THE POST WALK SHOW?**

This year any Walker raising \$200 will receive admission to our Post Walk Show; featuring performances by RuPaul's Drag Queens, Kathy Griffin, and Estelle!

Participants who raise \$300 or more will receive admission for two!

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# DAY-OF-EVENT SCHEDULE



## **8:30 AM**

### **Sign-In Opens**

Drop off your cash, check and Matching Gift forms before you head to the Opening Ceremonies. If you have raised \$150 or more, you can pick up your Fundraising Awards

## **9 AM**

### **Aerobic Warm Up**

Start your day with a Zumba! workout courtesy of AIDS Walk New York!

## **9:15 AM**

### **Opening Ceremony Begins at Main Stage**

Join us and GMHC CEO Kelsey Louie, celebs, and other elected officials as we kick off this amazing event!

## **10 AM**

### **AIDS Walk New York Start Line Opens**

### **RUN! AIDS WALK NEW YORK begins!**

Enjoy entertainment, snacks, water, and refreshments along the AIDS Walk route!

## **11:30 AM**

### **Finish Line Festivities**

### **New this year! Entertainment and Food Trucks!**

Meet us at the finish line and enjoy celebratory entertainment, food, and drinks as we commend the 32nd Annual AIDS Walk New York!

## **12:30 PM**

### **Post-Walk Show at Rumsey Playfield**

Qualifying Walkers are invited to join us for our first ever Post-Walk Show featuring the stars of RuPaul's Drag Race, Estelle, and Kathy Griffin!

**Individuals who raise \$200 will receive admission for one.  
Those raising \$300 or more will receive admission for two!**

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**RUN! AIDS WALK NEW YORK**



## **NEW FOR 2017!**

Be among the first to take advantage of our new run route – 5 miles through beautiful Central Park. Medals will be awarded to the first runners to cross the finish line!

**THERE IS A \$250 FUNDRAISING MINIMUM TO RUN.**

You can easily fundraise online – customize your fundraising web page, then reach out to your network.

Any runner who raises **\$500** or more will also receive our **New York Cap and Running Jersey.**

### **SIGN-IN INFORMATION FOR RUNNERS**

Running bibs and any earned fundraising awards must be picked up on one of the following dates:

**Wednesday, May 17 from 4 p.m. to 8 p.m.**  
at the Hyacinth AIDS Foundation office in New Brunswick

**Thursday, May 18 & 19 from 8 a.m. to 8 p.m.**

at the AIDS Walk New York office in midtown Manhattan

**Saturday, May 20 from 10 a.m. to 3 p.m.**

in at Central Park at the Naumberg Bandshell



**RUN! AIDS WALK NEW YORK WILL BEGIN AT 10AM THE DAY OF THE EVENT!**

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# TRANSPORTATION



## BY SUBWAY

**N R W** To the 5th Avenue & 59th Street Station

**4 5 6** To the 59th Street & Lexington Avenue Station

**F** To the 57th Street & 6th Avenue Station

**Q** To the 57th Street & 7th Avenue Station

**1 A C D** To the 59th Street & Columbus Circle Station

**E M** To the 5th Avenue & 53rd Street Station

## BY BUS

*Uptown/Downtown Manhattan Bus Lines:* M1, M2, M3, M4, M5, M6, M7, M10, M20, M30

*Crosstown Manhattan Buses:* M57, M31, M66, M72

*Queens Busses:* Q32

*Check Out MTA/New York City Transit's Trip Planner: <http://triplanner.mta.info/>*

## BY CAR

[Click Here](#) to get driving directions using Google Maps.

**RESERVE YOUR SPACE ON SPOTHERO AND RECEIVE A \$5  
PROMOCODE. ALL PROCEEDS BENEFIT AIDS WALK NEW YORK!**

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## RECOMMENDED HOTELS



**If you or any of your friends are traveling in from out of town for the AIDS Walk, here is a list of recommended hotels!**

- Sheraton New York Times Square
- The Maritime Hotel
- Yotel
- Park Central Hotel
- Grand Hyatt New York
- The Kimberly
- InterContinental New York Barclay Hotel
- The Wellington Hotel
- The Hudson Hotel
- Ace Hotel
- Gardens NYC
- Inside Nomad
- Renaissance New York Times Square
- French Quarters Guest Apartments

## EARLY SIGN-IN

### **AIDS Walk New York Office**

8AM-8PM

Thursday, May 18

Friday, May 19

446 W 33 St, 6FLR

New York, NY 10001

### **Hyacinth AIDS Foundation**

4PM to 8PM

Wednesday, May 17

317 George St, Suite 203

New Brunswick, NY

08901

Come to Early Sign-In and be ahead of the pack on May 21! You can turn in all collected donations and Matching Gift Forms in advance, as well as pick up Fundraising Awards for Walkers who raise \$150 or more!

If you want to turn in all of your Team's money at once at Early Sign-In, you must schedule an appointment with your Fundraising Specialist and follow these instructions:

Team Leaders turning in Team Member money should gather each walker's Sponsor Form and contributions, place them in separate envelopes with the walker's name, Team Number, and amount collected written clearly on the outside of the envelope. Team Members may come to Early Sign-In to submit their individual funds without an appointment.

# SIGN-IN & AWARDS PICK UP



## General Sign-In

**(Enter at 59th & 5th Ave)**

All Walkers who have checks or cash to turn in should do so at the general Sign-In Area, located at the entrance of Central Park and is set up alphabetically by last name.

## Gold Team Sign-In

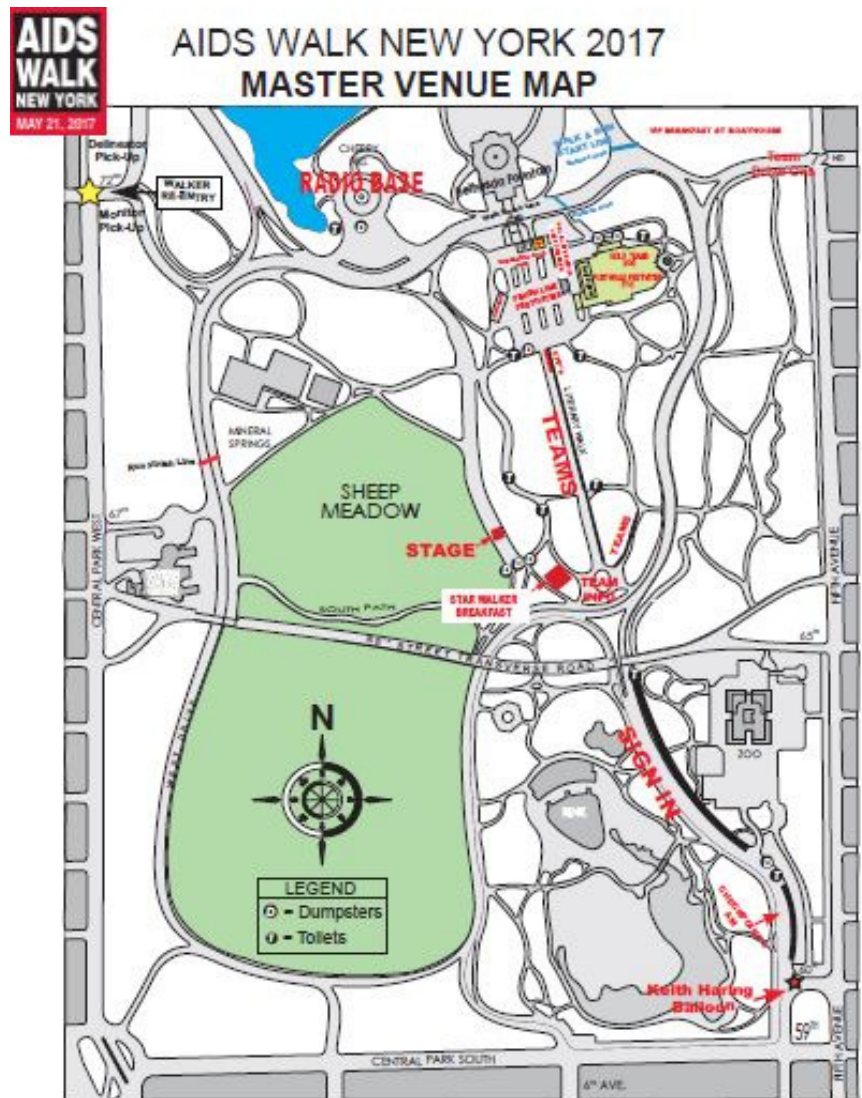
**(Rumsey Playfield - Enter at 72nd & 5th Ave)**

All Gold Team Members can turn in their collected funds, pick up awards, and meet up with their teams in the Gold Team Area in Rumsey Playfield. *Gold Team Members sign in under their Team Name*

## Star Walker Sign-In

**(65th Street Transverse - Enter at 59th St and 5th Ave)**

Star Walkers can turn in their collected funds and pick up their Fundraising Awards at the Star Walker Sign-In Area, located next to the Star Walker Breakfast Tent. If they have raised \$1,000 or more, they can enter the Star Walker Breakfast Tent and/or meet up with their team before the Walk starts. Contact Quanie Broadhead, at [Shaquanab@aidswalk.net](mailto:Shaquanab@aidswalk.net), or 212.807.9255 with any questions about the Star Walkers Club.



# TEAM MEETING STATIONS



## **AFTER SIGN-IN, PROCEED TO YOUR TEAM MEETING STATION**

Teams that have 20 or more registered walkers as of Wednesday, May 10 at noon will be provided with a Team Meeting Station. A Team Meeting Station consists of half of a six-foot long table in the Team Meeting Area in Central Park. Please plan accordingly. If your team has 50 members, you will be designated a full table and will be given an additional half table for every 20 members after that.

If your team does not qualify for a Team Meeting Station, please designate a location for your Team Members to meet before the AIDS Walk begins, and communicate this to your team.

*Suggestion: If you do not qualify for a Team Meeting Station you can meet by the Awards Tent or other recognizable landmark.*

## **FINDING YOUR TEAM MEETING STATION**

All **Gold Teams** will meet in the exclusive Gold Teams Area in Central Park's Rumsey Playfield. **General Team Meeting Stations** will be arranged alphabetically by team name at the Team Meeting Area along Literary Walk. Signs will direct Team Members to these areas from Sign-In and clearly identify each Team Meeting Station. *Please notify your walkers if your team name differs in any way from your official company or organization name.*

## **KEEPING CENTRAL PARK CLEAN - CLEANING YOUR TEAM MEETING STATION**

Your Team Meeting Station will be broken down once the AIDS Walk begins, so please **DO NOT** leave anything behind. Any supplies left on the table will be recycled or thrown away. If you plan to bring any non-disposable items to your Team Meeting Station, make arrangements for someone to take them to their car, or carry them with you on AIDS Walk route.







## **POST-WALK SHOW 12:00 p.m. - Rumsey Playfield**

### **RUPAUL'S DRAG RACE**

Join us in Rumsey Playfield for our first ever post-walk show, featuring the stars of RuPaul's Drag Race! Any participant who personally raises \$200 dollars will receive admission for one. Walkers who raise \$300 or more will receive admission for two. You won't want to miss this fabulously fierce event!

### **KATHY GRIFFIN**

Watch the hilarious, unpredictable Queen of Sass Kathy Griffin perform an exclusive set for the AIDS Walk New York!

### **ESTELLE**

Belt one out with Grammy Award winner singer/songwriter Estelle as she performs for our AIDS Walk New York participants!

**RAISE \$200 TO GAIN ADMISSION FOR ONE.  
RAISE \$300 OR MORE TO GET ADMISSION  
FOR TWO!**

## **FUNDRAISING DEADLINE**

### **FRIDAY, JUNE 16**

The deadline to turn in all donations and to qualify for Fundraising Awards is Friday, June 16. Pledges will be accepted after that date, but will not be credited to a specific walker or team. Any awards that are earned after the event can be picked up at the AIDS Walk office.

