



NO TIE 2024

Supporter Packet



AIDS SERVICES OF DALLAS
P.O. Box 4338
Dallas, TX 75208



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LETTER FROM OUR CHAIR

Dear Friends and Supporters,

When I sit down and think about No Tie and its journey, one core word always comes to the forefront: **everyone**.

ASD dreamed of a community coming together without barriers of money, ability, and connections not just to raise funds, but to rally around those facing the challenges of HIV/AIDS. That's why our event continues to hold a "No Dress Code" policy and despite a steep inflation rate, we aim to keep our ticket prices low year after year.

The 18 year history of No Tie is rich with stories of lives transformed, communities united, and barriers broken. Your support, be it as a dinner host, a donor, or a sponsor, is the heartbeat of No Tie and the only reason we are able to continue our mission of providing affordable housing for everyone. Every meal served, every smile shared, and every penny donated ensures that someone has a warm bed, a safe environment, and a community that cares. This year, more than ever, we need you. Whether you can donate, spread the word, or encourage others to support, every bit counts. So, I'm personally reaching out to ask: will you stand with us to solidify a place in history for everyone?

Best Regards,



Caleb Hand

2024 Event Chair



THE NO TIE STORY



The origins of No Tie Dinner and Dessert Party (commonly referred to as No Tie) are rooted in the passion of Don Maison, the retired CEO of AIDS Services of Dallas (ASD). Maison envisioned **an alternative to the traditional fundraising gala**, one that was not only relaxed but also built on personal connections for a noble cause. With the assistance of Board Chair Dennis Kershner and his husband John, this vision blossomed into **a unique dining experience**, where hosts opened their homes for intimate dinners, fostering a sense of community and unity.

The highlight of the event, **an extravagant dessert party at the Frontiers of Flight Museum** (the venue since its inception), gathers guests from every community in a grand celebration of shared commitment and support for ASD. The event, at its peak, has seen as many as 1,500 attendees, making it **a significant fixture in Dallas' social and philanthropic calendar**.

AIDS Services of Dallas (ASD) **creates, strengthens, and sustains healthy communities** by providing quality, affordable, service-enriched housing to economically disadvantaged individuals and families who are **living with, impacted by, or at risk for HIV/AIDS**. With a mission that extends beyond housing, ASD is dedicated to offering supportive services tailored to enhance the quality of life, health, and well-being of those it serves.

ASD's role in the community is underscored by events like the No Tie Dinner, an inventive and engaging fundraiser that **unites community members in an atmosphere of celebration**, while channeling essential resources to the residents and services of ASD. In the wake of the pandemic, the resilience and adaptability of ASD are evident as it continues to provide unwavering support to those in need.



THE ASD MISSION

GALLERY



EVENT DETAILS



MARCH 16, 2024



7 PM - 11 PM



COME AS YOU ARE!



OPEN BAR & DESSERT STATIONS



**FRONTIERS OF FLIGHT MUSEUM
6911 LEMMON AVE.
DALLAS, TX 75209**



EVENT RUNDOWN

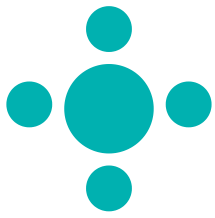
MARCH 16TH, 2024 FRONTIERS OF FLIGHT MUSEUM
7 PM - 11 PM 6911 Lemmon Ave. | Dallas, TX 75209

SPONSOR PARTY | PWC BUILDING | FEB 7

Check-In and Bar Opens	6:00 PM
Announcement/Theme Reveal	7:00 PM
Closing and Thank You's	7:30 PM

NO TIE PARTY | FRONTIERS OF FLIGHT

Auction Opens	6:30 PM
Doors Open	7:00 PM
Band Performs	7:00 - 10:30 PM
Special Performances	8:05 PM
Sponsor and Awards Presentation	9:30 PM
Auction Check-Out and Bar Closes	10:30 PM
Event End	11:00 PM



ASD'S IMPACT



2,415

Clients Served



80

Team Members



544

Active
Volunteers



1,862,252

Total Nights of
Housing Provided



\$6.1M

Operating Budget



141

Apartments
Operated



2,923

Email Subscribers



18

Years of
No Tie



750

Average #
Attendees



\$2,179,143

Total Raised in
Event History



5,909

Social Followers
Cross-Platform



NO TIE'S IMPACT

BECOME A SUPPORTER

We can't make No Tie happen without your support! Here's how you can help:



MONETARY SPONSORSHIP

100% of your sponsorship goes directly toward supporting ASD's 200+ residents.



DONATE GOODS OR SERVICES

Many businesses in the community support No Tie by offering discounted or free goods/services!



PROVIDE DESSERTS

Fill one of our many dessert stations with 150 bite-sized treats.



DONATE AUCTION ITEMS

Our live silent auction is made possible by generous donations from our community.

ALL No Tie Supporters will receive exclusive PERKS corresponding to their level of support!

DONATION DETAILS

Listed perks apply for both Tier level donors and non-Tier level donors.

AUCTION ITEMS

AUCTION SPONSOR PERKS

- Listed as donor with auction item during the event
- Recognition on website as auction donor

AUCTION WISH LIST

- Gift Certificates (goods or services)
- Trips and travel items
- Event tickets, suites
- Electronics
- Home goods & furnishings (including artwork)
- Jewelry

DESSERTS

DESSERT SPONSOR PERKS

- Website & email recognition
- Company marketing at designated event table
- Recognition night-of as Desert Sponsor
- Two complementary tickets to No Tie for staff tending to your table

DESSERT REQUIREMENTS

- Prepare 150 bite-sized desserts for the event
- At least 1 staff on-site to manage dessert station during the event
- Provide all necessary serving equipment for your dessert(s)
- Provide any promotion items you wish to display

Please contact us at chair@notiedinner.org with questions or for other in-kind sponsorship opportunities.

SUPPORTER PERKS

Support Tiers calculated based on equivalent value of donation.

	PLATINUM (\$20,000)	GOLD (\$15,000)	SILVER (\$10,000)	BRONZE (\$5,000)	PATRON (\$2,500)	FRIEND (\$1,000)
PRE-EVENT						
Website + Email Recognition	Logo + Link	Logo + Link	Logo + Link	Logo	Logo	Name
Kickoff Party Tickets	10	8	6	4	4	2
Exclusive Pre-Event "Sneak Peek" Content	✓	✓	✓	✓	✓	✓
Social Media Announcement	✓	✓	✓	✓		
DURING EVENT						
Main Event Tickets	20	16	12	8	6	4
Sponsor Reel + Event Signage	Featured Logo	Logo	Logo	Logo	Name	Name
On-Stage Recognition	✓	✓	✓	✓		
VIP Lounge Access	✓	✓	✓			
Event Space Naming Options	✓	✓				
On-Stage Speech	✓					
POST-EVENT						
Annual Report Recognition	✓	✓	✓	✓	✓	✓
Ad Placement in Wrap-Up Email	✓	✓	✓			
Feature Story on ASD Media	✓					



SUPPORTER SIGN UP

SUPPORTER INFORMATION

PRIMARY CONTACT NAME _____

COMPANY NAME _____

ADDRESS _____

PHONE NUMBER _____ E-MAIL _____

SUPPORT DETAILS

TYPE OF SUPPORT ☐ Monetary ☐ Auction Item(s)
☐ Dessert ☐ Other In-Kind Goods/Services

DONATION DESCRIPTION _____

DONATION VALUE _____

SUPPORT TIER ☐ Platinum (\$20,000) ☐ Gold (\$15,000) ☐ Silver (\$10,000)
☐ Bronze (\$5,000) ☐ Patron (\$2,500) ☐ Friend (\$1,000)

DONATION INFORMATION

CHECKS

Make payable to AIDS Services of Dallas
and send to:
AIDS Services of Dallas / No Tie Dinner
P.O. Box 4338
Dallas, TX 75208-0338

CARD/ACH

Please visit
www.notiedinner.org/donate
or scan the QR code to fill
out the sponsorship form and
pay virtually.

ITEMS

Please deliver donations to:
AIDS Services of Dallas
400 S. Zang Blvd., Suite 210
Dallas, TX 75208
or arrange a pick-up with Alex at
alex@aidsdallas.org or 214-941-0523

**SCAN
FOR
DIGITAL
FORM**



Sponsorships are not active until payment or item has been received and confirmed by AIDS Services of Dallas. Your contribution is tax deductible to the full extent allowed by law. In the event that unforeseen circumstances necessitate the cancellation of the No Tie event, the contribution will be allocated to the general fund, where it can be directed to address the most immediate needs of the agency.



IRS Department of the Treasury
Internal Revenue Service

P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4055256534
Feb. 28, 2017 LTR 4168C 0
75-2144518 000000 00

00029325

BODC: TE

PWA COALITION OF DALLAS INC
AIDS SERVICES OF DALLAS
PO BOX 4338
DALLAS TX 75208-0338



024874

Employer ID Number: 75-2144518
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Jan. 24, 2017, regarding your tax-exempt status.

We issued you a determination letter in June 1988, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

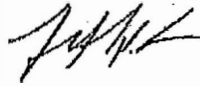
For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

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PWA COALITION OF DALLAS INC
AIDS SERVICES OF DALLAS
PO BOX 4338
DALLAS TX 75208-0338

Sincerely yours,



Jeffrey I. Cooper
Director, EO Rulings & Agreement

REC'D MAR 03 2017

TEAM NO TIE

Please contact us with any questions!



Caleb Hand
No Tie 2024 Chair
chair@notiedinner.org



Hatty Nguyen
PR/Events Associate
hnguyen@aidsdallas.org



Alex Sanchez
Volunteer Coordinator
alex@aidsdallas.org



Aaron Waldo
Auction Chair
auction@notiedinner.org

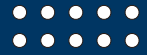


Juan Martinez
Dessert Chair
dessert@notiedinner.org



Jonathan Everidge
Dinner Chair
dinner@notiedinner.org





THANK YOU!



CONTACT US

(214) 941-0523

notie@aidsdallas.org

www.notiedinner.org

www.aidsdallas.org

[@aidsdallas](#) [@notiedinner](#)

