



Business Responds to AIDS

LEVELS OF INVOLVEMENT

Businesses that participate in the Business Responds to AIDS (BRTA) initiative are asked to commit to making HIV prevention a priority. BRTA meets businesses where they are and provides opportunities to become involved by offering three levels of project engagement.

Level 1: Endorsement

- Business agrees with project goals and signs business commitment letter
- Business agrees to display project logo and print material

Level 2: Support

- Business agrees with project goals and signs business commitment letter
- Business agrees to display project logo and print material
- Business distributes project materials and point-of-purchase materials
- Business agrees to talk to customers and/or employees about HIV/AIDS

Level 3: Participation

- Business agrees with project goals and signs business commitment letter
- Business agrees to display project logo and print material
- Business distributes project materials and point-of-purchase materials
- Business agrees to talk to customers and/or employees about HIV/AIDS
- Business participates and/or supports health department sponsored HIV/AIDS events and activities

Example of Materials Provided to Your Business



Once a level of engagement is selected, businesses are asked to make a one-year commitment to keep the project logo and materials visible.