



Policies and Procedures

- The West Hollywood Memorial Walk is both a tribute to those we have lost and a promise to continue our commitment to improve the quality of life for people living with HIV/AIDS. The bronze memorial plaques that line the sidewalks of Santa Monica Boulevard are a visual reminder of how the AIDS epidemic has impacted the very heart of our community. (Memorial Walk Keystone, Dedicated December 1, 2003) The lives of those honored in the West Hollywood Memorial Walk must fall within the spirit and intent of the memorial as described above.
- An individual or group of individuals may sponsor a full plaque or a single name. If a group of individuals are sponsoring, one person must be indicated as the primary contact and spokesperson for the group.
- The minimum donation for sponsoring a full plaque is \$1,750. The minimum donation for sponsoring an individual name is \$500.
- It is up to the sponsor to indicate the correct name or names as they are to appear on the plaque.
- No changes can be made to the plaque once it has been manufactured. An additional name or other information can not be added at a later date.
- Aid For AIDS, West Hollywood Memorial Walk, and The City of West Hollywood are not and will not be held responsible for names placed without the consent of next of kin. By signing the application, the sponsor represents that the family is in agreement and takes full responsibility.
- Names of persons memorialized will also appear on www.aidforaids.net. Sponsors may supply a digital photo (72 dpi or higher, gif or jpg format) along with text including dates, descriptions, and memories to appear on the AFA website.

If a full plaque is being sponsored:

- The sponsor may choose to include words in addition to the memorialized name on the plaque. (For example: "In Loving Memory", "Remembered Forever", etc.) Up to twenty (20) spaces (including letters, characters and spaces total) are available on each line, with up to five (5) lines available on each plaque.
- The sponsor must indicate three (3) desired locations for placement of the plaque, in order of the most desired. Available locations can be found at www.aidforaids.net.
- Installation of the plaque on the West Hollywood Memorial Walk will occur approximately within eight (8) to ten (10) weeks from verification and payment of sponsorship. Aid For AIDS is not responsible for any abnormal delays which occur once the order has been placed with the manufacturer of the plaque.

If an individual name is being sponsored on a group plaque:

- It will be placed on a plaque with four (4) other individual names being sponsored. Names will appear according to the order in which they are received.
- The locations for these plaques will be determined by Aid For AIDS. Requests will be taken but can not be guaranteed.
- Time of plaque installation is determined by fulfillment of additional sponsor orders.

By signing the application the sponsor acknowledges that he/she has received, read, and understands the policies and procedures of the West Hollywood Memorial Walk and agrees to abide by them.

Please contact the Aid For AIDS Development Office at (323) 656-1107 ext. 2111 or memorialwalk@aidforaids.net if you have any questions.