



Fast-Track Cities Podcast: Telling the Story of the Urban AIDS Response

BACKGROUND

Since its launch on December 1, 2014, the Fast-Track Cities initiative has successfully catalyzed high HIV burdened cities around the world towards attaining the Joint United Nations Programme on HIV/AIDS (UNAIDS) 90-90-90 and zero stigma targets by 2020. With more than 100 priority cities now having signed the *Paris Declaration on Fast-Track Cities Ending AIDS*, and unprecedented momentum achieved by most Fast-Track Cities, there is a powerful story to be told regarding the urban AIDS response.

The International Association of Providers of AIDS Care (IAPAC), in partnership with UNAIDS, is creating a compelling podcast series to communicate the progress being made by Fast-Track Cities. The initial podcast series will include 12 episodes narrating the story of the urban AIDS response in 40-minute episodes. The podcast series launched at AIDS 2018 in Amsterdam, using multiple podcast distribution platforms to allow listeners to download single episodes or the entire series (free-of-charge).

The story begins with the early days of the HIV epidemic and a small group of cities (e.g., Amsterdam, New York City, San Francisco) that pioneered the “urban AIDS response,” built upon a foundation of political will, a skilled clinical and service provider infrastructure, and robust community engagement. More than three decades later, the story continues with an urban AIDS response reinvigorated by a global Fast-Track Cities movement aiming to achieve the United Nations’ Sustainable Development Goal (SDG) 3.3, which calls for ending AIDS as a public health threat by 2030. This story is about city action fueled by scientific breakthroughs and a localized commitment to SDG 3.3, featuring best practices and lessons learned. As important, the story must be told via personal accounts from across the spectrum of stakeholders involved in the urban AIDS response – Mayors, health department officials, clinical and service providers, and people living with and affected by HIV/AIDS.

Following are the titles of the first 12 podcast episodes: The History of the Urban AIDS Response; The Science of AIDS in 2018; Fast-Track Cities 101; North American Cities – Part 1 (San Francisco and New York City); North American Cities – Part 2 (Atlanta, Baton Rouge, Birmingham); Caribbean Cities (Kingston and Port-au-Prince); Latin American Cities (Buenos Aires, Mexico City, São Paulo); European Cities – Part 1 (Berlin, Kyiv, Paris); European Cities – Part 2 (Amsterdam, London, Madrid); Asia-Pacific Cities (Bangkok and Melbourne); African Cities – Part 1 (Abidjan, Nairobi, Maputo); and African Cities – Part 2 (Durban, Kampala, Kigali).

IAPAC invites sponsors to showcase their leadership in HIV/AIDS and express commitment to the urban AIDS response. Following are sponsorship opportunities for general corporate integration. IAPAC is open to discussing other sponsorship ideas that may strengthen the reach and impact of the Fast-Track Cities podcast series.

GENERAL SPONSORSHIP

Opportunity	Budget Estimate (USD)
<p>Commercials: 15- to 30-second advertisements during a podcast episode. The content advertised would be discussed and agreed upon to align with Fast-Track Cities priorities: HIV, hepatitis, tuberculosis, non-communicable diseases, etc.</p>	<ul style="list-style-type: none"> • \$5,000 per episode • \$20,000 for six episodes • \$40,000 for 12 episodes
<p>Branded Segments: Sponsor-designated bonus episodes; opportunities for city-specific segments in city-specific episodes are welcome</p>	<ul style="list-style-type: none"> • \$15,000 per episode • \$25,000 for two episodes • \$35,000 for three episodes
<p>Patient Profiles: Integrate patient storytelling into relevant podcast episodes</p>	<ul style="list-style-type: none"> • \$5,000 per episode; sponsor provides patients
<p>Branded Podcast Promotion Across Multiple Platforms: Co-branded educational resources for podcast webpage; promote through social media channels</p>	<ul style="list-style-type: none"> • For discussion
<p>Co-Branded Digital Banner Ads: Development of Fast-Track Cities digital banner ads to promote podcast series</p>	<ul style="list-style-type: none"> • \$20,000 plus cost of digital media buy and design of ad
<p>Episode Presenting Sponsor: Full commercial rights for an entire podcast episode (maximum of 3 minutes for episode)</p>	<ul style="list-style-type: none"> • \$25,000 per episode; sponsor provides commercials