



FRIDAY, APRIL 28, 2017
CIPRIANI WALL STREET

SPONSORSHIP PACKAGE





CIELO'S IMPACT

After more than 35 years of facing HIV & AIDS, medical advances have succeeded greatly, yet much work remains to be done in underserved communities .

Cielo raises funds for the initiatives and operations of the Latino Commission on AIDS. Each year, the gala convenes members of the health, business, government, entertainment, and philanthropic sectors, including individual donors who have the common interest of advancing the health of the Latino community. Through the funds collected at Cielo, the Commission has:



supported a decade of National Latino AIDS Awareness Day (NLAAD), a social marketing campaign occurring annually on October 15th.



launched the first Spanish-language treatment education initiative, Tratamiento Ahora/Treatment Now, offering health education and training in Spanish to HIV treatment professionals.



helped to establish the Deep South Project which addresses the needs of emerging Latino populations in the U.S. southern states.



supported the launching of the first ever National Hispanic Hepatitis Awareness Day (NHHAD), a social marketing campaign occurring annually on May 15th.

Cielo 2017 will support the Latino Commission on AIDS's new OASIS: Latino LGBTs Wellness Center where young Latinos are provided the support and tools to live healthy lives.



Cielo is a fundraising event of the Latino Commission on AIDS (501(c)3)
24 W 25th Street, 9th Floor, New York, NY 10010 • (212) 675-3288
www.cielolatino.org



SPONSORSHIP FORM

Corporate Champion: \$75,000

- Priority seating for 20 guests • Logo placement on Cielo step and repeat to be displayed for red carpet photos
- 60 second video spot featured during event program • One state program presentation opportunity • Red carpet photo opportunities with celebrities and community leaders • Company recognition in press, marketing and Cielo website for one year • Inclusion in social media promotion • 2 color e-journal ad with premium rotation at Gala event via digital screen • Opportunity for promotional distribution at event and pre-events • Premium placement of logo on video scroll and Cielo website for one year • All of the above for pre-events if secured before February 28

Corporate Chair: \$50,000

- Priority seating for 20 guests • 60 second video spot featured during event program • One state program presentation opportunity • Red carpet photo opportunities with celebrities and community leaders • Company recognition in press, marketing and Cielo website for one year • Inclusion in social media promotion • 2 color e-journal ad with premium rotation at Gala event via digital screen • Opportunity for promotional distribution at event and pre-events • Premium placement of logo on video scroll and Cielo website for one year • All of the above for pre-events if secured before February 28

Corporate Vice Chair: \$35,000

- Priority seating for 10 guests • 30 second video spot featured during event program • Company recognition in press, marketing and Cielo website for one year • Inclusion in social media promotion • Color e-journal ad with priority rotation at Gala event via digital screen • Premium placement of logo on video scroll and Cielo website for one year

Sol Sponsor: \$25,000

- Seating for 10 guests • Company recognition in press, marketing and Cielo website for one year • Inclusion in social media promotion • Color e-journal ad with priority rotation at Gala event via digital screen • Prominent placement of logo on video scroll and Cielo website for one year

Luna Sponsor: \$15,000

- Seating for 10 guests • Company recognition in press, marketing and Cielo website for one year • Color e-journal ad with prominent rotation at Gala event via digital screen

Estrella Sponsor: \$10,000

- Seating for 10 guests • Company recognition in press, marketing and Cielo website for one year • Color e-journal ad with rotation at Gala event via digital screen

Table Sponsor: \$6,500

- Seating for 10 guests

Tickets: \$600

- Seating for 1 guest - Quantity: _____





PAYMENT INFORMATION

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

- Payment/Donation Enclosed
- Please reserve my sponsorship/e-journal ad and invoice me for payment
- Payment made by credit card online at www.cielolatino.org

Billing Contact

Name/Title: _____

Phone: _____ Email: _____

same as above

Guest List Contact

Name/Title: _____

Phone: _____ Email: _____

same as above

E-journal Ad Contact

Name/Title: _____

Phone: _____ Email: _____

same as above

Important:

- Submit sponsorship and/or e-journal forms and payment information via email to NQuirch@latinoaids.org
- Please include your company's high resolution logo for recognition of sponsorship
- Checks payable to Latino Commission on AIDS
- Please make credit card payments online at www.cielolatino.org
- Questions? Contact Natasha Quirch via email at NQuirch@latinoaids.org or 212-675-3288 x316





E-JOURNAL ADVERTISING

	Corporate	Non-Profit
Animated 3-5 seconds Ad	\$2,500	\$2,000
Static ad	\$1,500	\$1,000

The 2017 Cielo Gala will feature an electronic journal which will be online, including links to sponsor websites, and projected during the event. The online journal will go live in January 2017, remain up through December 2017, and be updated periodically prior to the event. The earlier you submit your ad, the longer it will appear online. Please see art and submission requirements below.

Artwork Requirements:

Static Ads:

- JPEF, PNG, PDF or TIF files
- 300 dpi (minimum resolution)
- 12.8" width x 7.2" height (landscape)
- No bleed

Animated Ads:

- 3-5 second of video
- 720 or 1080p HD
- MP4 or MOV format
- 1,280 x 720 pixels suggested
- Video will be muted during the event, but you can include audio for website placement



Important:

- Deadline for artwork submission is **Tuesday, April 4, 2017**
- Artwork can be delivered via email to **NQuirch@latinoaids.org**
- If the file size is too large an ftp address can be provided





SILENT AUCTION

Each year we curate a varied selection of art, fashion accessories, entertainment packages, vacation getaways, wellness and beauty packages, restaurant certificates, sport memorabilia, tickets and more for our silent auction.

** All donations will receive a tax deduction letter for the value of your donation*

Submission checklist

- Silent auction form (please complete all sections)
- High resolution logo (for posting on our website and during the program logo reel for recognition of your contribution)
- Company website to link to from our website
- A photo that showcases your item(s) (JPEG preferred)
- Artwork must include detailed description, including artist, format, size and a photo of your piece with you submission (must be framed)

Shipping / Delivery

- Items must be received no later than Tuesday, April 4, 2017
- Pick-ups can be arranged prior to Tuesday, March 28, 2017 for items within New York City and boroughs. Please contact us to make arrangements
- We are not able to cover cost of shipping
- Items can be shipped or hand delivered to our address below:

Latino Commission on AIDS
c/o Natasha Quirch
24 w 25th street, 9th floor
New York, NY 10010

Art work submissions:

- We are able to accept art work that is framed and ready to hang
- Please include a detailed description, including artist, format, size and a photo of your piece with you submission

Any questions:

Please contact Natasha Quirch at 212-675-3288 x316 or NQuirch@latinoaidso.org



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SILENT AUCTION FORM

Donor Information:

Contact Name: _____

Company: _____

Donor should be listed as: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

Description of Donation:

(All information below will be posted on our website as descriptive information to promote your item in the silent auction)

Item/Service: _____

Retail Value: _____

Other description information: _____

Submission checklist: *Submit via email to NQuirch@latinoaids.org*

- Silent auction form (please complete all sections)
- High resolution logo (for posting on our website and during the program logo reel for recognition of your contribution)
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