

# CIELO

WEDNESDAY, OCTOBER 28, 2020 @ 6PM EST | VIRTUAL GALA



## SPONSORSHIP PACKAGE



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](http://www.cielolatino.org)



HONORING  
OUR THIRTY  
YEAR IMPACT  
ON HIV & AIDS

# CIELO'S IMPACT

It has been a thirty-year journey, leading with our hearts in hand, to help individuals, families, and communities affected by HIV&AIDS. What has helped us make an impact is an overarching network of community leaders from government, business, entertainment, and nonprofit sectors, along with individuals who care to make a difference. That is **Cielo**, our annual benefit gala, and we are excited to invite you to join us as a sponsor of our virtual gala on October 28, 2020, where **we will celebrate 30 years of the Latino Commission on AIDS.**

As the largest annual fundraiser in response to the impact of the HIV/AIDS epidemic in the Hispanic/Latinx community, Cielo supports the Latino Commission on AIDS' mission to spearhead health advocacy, promote HIV education, develop model prevention programs for high-risk communities, and build capacity in our community organizations and clients. Over the last three decades, the Latino Commission on AIDS has been an essential advocate for these efforts and has become a recognized national leader in the fight against HIV/AIDS.

We could not have achieved our successes without our partners like you. As we celebrate this organizational milestone, we humbly ask that you consider a sponsorship that will help provide a sound future for the Latino Commission on AIDS to continue its work protecting the health of our communities.

Please visit us online at [www.cielolatino.org](http://www.cielolatino.org) and review the attached sponsorship materials to learn how you can contribute to our fundraising efforts and make a difference in the lives of the people we serve.

Designing  
a World  
Without  
AIDS



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# CIELO SUPPORTERS

## Anderson Cooper *Journalist*

I'm so moved by your work, by your dedication, and your willingness to stand with those who have been ignored for far too long.



## Amara la Negra *Artist*

Not only am I now an activist for the Afro-Latino community, I am also an advocate for people who have been affected by HIV. I will do everything in my power to make a difference.

## Kenny Ortega *Producer*

I am happy to support the work of the Latino Commission on AIDS in helping to increase awareness, testing, treatment and other needed services within the Hispanic community... My commitment remains as long as AIDS continues to threaten lives, culture and the human potential.



## India *Singer*

I just want to be there for all my friends that are going through this and let them know how much I love them.

## Wilmer Valderrama *Actor*

I am inspired by the leadership of the Latino Commission, its mission and its tireless efforts to help the Latino community battle this disease. It's critical to amplify our voices regarding the issues and increase our support of the organization now more than ever.

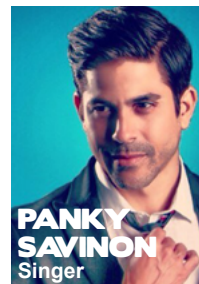


## Mondo Guerra *Fashion Designer*

I hope to raise my voice to increase awareness and education among Latino youth and the community in general about HIV and AIDS.

## Rosie Perez *Actress*

I encourage Latinos/Latinas and all people across the U.S. and Puerto Rico to join me in support of the Latino Commission on AIDS and to work together to break the stigma associated with the disease.

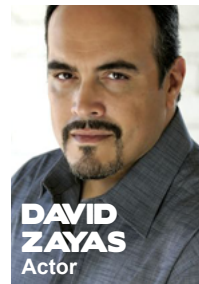


## Gael García Bernal *Actor*

This is a problem that goes way beyond just our families and a problem that every day has more to do with entire nations, populations, and huge numbers of individuals who suffer with this illness.

## Javier Muñoz *Actor*

As a Latino man living with HIV, I am committed to using my voice to raise awareness about HIV-related stigma and other barriers that prevent people from receiving life-saving treatment.



## Soledad O'Brien *Journalist*

I have covered HIV & AIDS stories many times throughout my career; the topic and our fight against the disease continues to be vitally important.



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# AWARDS THROUGH THE YEARS

## Business Leadership Award

- PhRMA (2018)
- Macy's (2017)
- Delta Air Lines (2015)
- Janssen Therapeutics (2014)
- Gilead (2011)
- Viiv (2010)
- Bill Roedy, MTV (2008)
- Prudential (2007)
- Jay Ireland, NBC (2006)
- Time Warner (2005)
- Anna Carbonell, NBC (2004)
- ABC (2003)
- Andy Unanue (2002)

## Compañero Award

- Jerry Mitchell (2019)
- Johanne Morné (2018)
- Anderson Cooper (2011)
- Lillian Rodríguez López (2010)
- Randi Weingarten, UFT (2005)
- Ortho Biotech (2003)
- Dr. Roy M. Gulick (2002)
- Dr. Fred Valentine, Bellevue Hospital (2001)
- Dr. Wafaa El-Sadr, Harlem Hospital (1999)
- Sandra L. Thurman, Office of National AIDS Policy (1999)
- Susan Berresford, Ford Foundation (1998)
- Dr. David Ho (1997)
- Sean Strub (1996)

## Esperanza Award

- Maureen M. Goodenow, Ph.D. (2019)
- Jeremy Boal (2018)
- Demetre Daskalakis (2016)
- Dan O'Connell (2015)
- Dr. Donna Futterman (2012)
- Dr. Angela Diaz, Mount Sinai (2009)
- Arisa Batista Cunningham, J&J (2008)
- Dr. Octavio Vallejo, Gilead (2007)
- Dr. Beatriz Peña, Pfizer (2006)
- Dr. Javier O. Morales Ramirez (2006)
- Dr. Roberto R. Aymat (2005)
- Dr. Juan Bailey, Beth Israel (2004)
- Humberto Cruz (2003)
- Dr. Nereida Ferran (2001)
- Dr. Guillermo Santos, Betances (2001)
- Dr. Sandra M. Palreja (1999)
- Dr. Helen Rodríguez Trias (1998)
- Dr. Gabriel Torres (1997)

## Ilka Award

- Angela Ponce (2019)
- Javier Muñoz (2017)
- Mondo Guerra (2014)
- Dayana Mendoza (2012)
- Kenny Ortega (2010)
- Gael Garcia Bernal (2007)

- Carlos Ponce (2006)
- Jenni Rivera (2005)
- Ricardo Antonia Chavira (2005)
- Roselyn Sanchez (2004)
- Sofia Vergara (2003)
- Lauren Velez, actress (2002)
- Félix "Tito" Trinidad (2001)
- Edward James Olmos (2001)
- Ednita Nazario (1999)
- La India (1998)
- Rosie Perez (1997)
- Cristina Saralegui (1996)

## Sylvia Rivera Fuerza Award

- Lorena Borjas (2019)
- Centro Hispano (2018)
- Mary Travis Bassett, MD (2017)
- Mathilde Krim, amfAR (2008)
- Debra Frazier Howze, National Black Leadership Commission on AIDS (2007)
- Ana Oliveira, NY Women's Foundation ALDO Fights AIDS (2006)
- Dr. Victoria Sharp (2005)
- Lupe Ontiveros (2004)
- Margarita Lopez, Council Member (2003)
- Denise M. Quiñones (2002)
- Debbie Medina, NY Daily News (2001)
- Julio Bellber, Centercare Health Plan (2001)
- Rosana Rosado (1999)
- Dennis Rivera (1998)
- Joyce Rivera (1997)
- Moises Agosto (1996)

## Dennis De Leon Voz De Compromiso Award

- Victor Martínez (2016)
- Justin Toro (2015)
- Maria Mejia (2014)
- Pedro Julio Serrano (2013)
- Jesus Aguais (2012)
- Humberto Cruz (2011)
- Pedro Zamora, posthumously (2009)
- Joe Capestany, NYC AIDS Housing Network (2004)
- Juan Mendez, posthumously (2007)
- Aracelis Quiñones, Poder Latino (2005)
- Dr. Howard Grossman (2004)
- Petra Berrios (2003)
- Hilda N. Melore, Voices of Women of Color Against HIV/AIDS, (2002)
- Antonio Hernández, Poder Latino (2002)
- Delia Rodríguez, activist (2001)
- Michelle Lopez, Community Healthcare (2001)
- Vivian Torres, advocate (1999)
- Marina Alvarez, advocate (1998)
- Jairo Pedraza (1997)

## Madrina/Padrino Or International/Youth Ambassador

- Catriona Gray (2019, Madrina)
- Victor Florencio (2019, Padrino)
- Demi-Leigh Nels Peters (2018, Madrina)
- Amara La Negra (2018, Madrina)
- Jenna Ortega (2018, Youth Ambassador)
- Iris Mittenaere (2017, Madrina)
- Pia Alonzo Wurtzbach (2016, Madrina)
- Paulina Vega (2015, Madrina)
- Evette Rios (2015, Madrina)
- Justina Machado (2015, Madrina)
- Astra (2015, Madrina)
- Carlos Campos (2015, Padrino)
- Anna Villafane (2015, Madrina)
- Henry Santos (2014, Padrino)
- Gabriela Isler (2014, Madrina)
- Fatima Ptatch (2013, Youth Ambassador)
- Olivia Culpo (2013, Madrina)
- Leila Lopes (2012, Madrina)
- JMartin (2012, Padrino)
- Lia Sunshine (2012, Youth)
- Ximena Navarrete (2011, Madrina)
- Carmen Dominicci (2010, International Ambassador)
- René Pérez, Calle 13 (2009, International Ambassador)
- Kat DeLuna (2008, International Ambassador)
- Gael Garcia Bernal (2007, International)

## Decade Of Dedication Award

- Roy Cosme (2005)

## Pioneer Award

- Gilead Science, Inc. (2013)
- Merck & Co (2012)
- José Morales (2011)

## Innovator Award

- Merck (2009)





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# CIELO AWARDS

## Rosie Perez Fuerza (Strength) Award

Recognizes advocates who have upheld the need for services, research, medical treatment and prevention efforts in the fight against HIV & AIDS

## Business Leadership Award

Distinguishes steady or exemplary support from corporate benefactors making a difference

## Esperanza (Hope) Award

Pays homage to innovators and leaders in HIV & AIDS medical research and treatment who inspire hope for a world without the disease

## Dennis Deleon Voz De Compromiso (Commitment) Award

Honors the selflessness and commitment of persons living with HIV & AIDS who dedicate themselves to enlighten the public about the disease and support others who are affected by it

## Compañera/O (Partnership) Award

Acknowledges the work of collaborative leaders and organizations who contribute to the fight against HIV & AIDS and to improving the quality of life of people living with the disease

## Ilka Award

Commemorating the life of actress and advocate Ilka Tanya Payan, who lost her life to AIDS, to honor outspoken and supportive celebrities who give their voice and time to HIV & AIDS causes

## Pioneer Award

Recognizes individuals who, through their courageous actions, open paths for others to follow on a road to achieve a world without HIV & AIDS

## International Ambassador/Madrina & Padrino

Torchbearers who commit to working with the Latino Commission on AIDS over the course of a year on local, regional, national and international HIV & AIDS prevention and education campaigns

Sofia Vergara  
Ilka Award 2003



Mathilde Krim, amfAR  
Rosie Perez Fuerza Award 2008

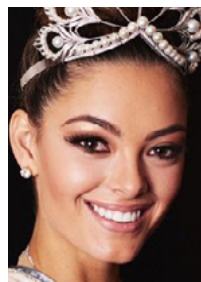


Dr. Demetre Daskalakis  
Esperanza Award 2016

Ricardo Chavira  
Ilka Award, 2005



Bill Roedy, MTV  
Business Leadership  
Award 2003



Demi-Leigh  
Nels Peters  
Madrina 2018



Jenna Ortega  
Youth Ambassador  
2018



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# SPONSORSHIP FORM

## ☐ **Corporate Chair: \$50,000**

- Unlimited number of guests • 30-second video spot featured during event program • on screen program presentation opportunity • photo collage of company representative with celebrities and community leaders • company recognition in event press release (\*) • company recognition on digital invite (\*) • inclusion in social media promotion (\*) • 2 color e-journal ads with rotation on event website • opportunity for promotional distribution in advance of event (\*) • logo placement on Thank You video slate to appear during broadcast • logo placement on Cielo website for one year • Opportunity to be recognized as a sponsor of National Latino AIDS Awareness Day (October 15th) and Zero Transphobia campaign (Nov)

## ☐ **Corporate Vice Chair: \$35,000**

- Unlimited number of guests • 30-second video spot featured during event program • company recognition in event press release (\*) • company recognition on digital invite (\*) • inclusion in social media promotion (\*) • 1 color e-journal ad with rotation on event website • logo placement on Thank You video slate to appear during broadcast • logo placement on Cielo website for one year • Opportunity to be recognized as a sponsor of National Latino AIDS Awareness Day (October 15th) and Zero Transphobia campaign (Nov)

## ☐ **Sol Sponsor: \$25,000**

- Unlimited number of guests • company recognition on digital invite (\*) • inclusion in social media promotion (\*) • 1 color e-journal ad with rotation on event website • logo placement on video slate to appear during broadcast • logo placement on Cielo website for one year • Opportunity to be recognized as a sponsor of National Latino AIDS Awareness Day (October 15th) or Zero Transphobia campaign (Nov)

## ☐ **Luna Sponsor: \$15,000**

- Unlimited number of guests • company recognition on digital invite (\*) • 1 color e-journal ad with rotation on event website • logo placement on Thank You video slate to appear during broadcast • logo placement on Cielo website for one year • Opportunity to be recognized as a sponsor of National Latino AIDS Awareness Day (October 15th) or Zero Transphobia campaign (Nov)

## ☐ **Estrella Sponsor: \$10,000**

- Unlimited number of guests • 1 color e-journal ad with rotation on gala website • logo placement on Thank You video slate to appear during broadcast • Opportunity to be recognized as a sponsor of National Latino AIDS Awareness Day (October 15th) or Zero Transphobia campaign (Nov)

## ☐ **Virtual Table Sponsor: \$7,500**

- Unlimited number of guests • logo placement on Thank You video slate to appear during broadcast

## ☐ **Tickets: Free!**

Please consider donation for 30 years of service from the Latino Commission on AIDS!  
Ticket for 1 guest with advanced reservation.



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# 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](http://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@latinoaid.org](mailto:NQuirch@latinoaid.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](http://www.cielolatino.org)
- Questions? Contact Natasha Quirch via email at [NQuirch@latinoaid.org](mailto:NQuirch@latinoaid.org) or 212-675-3288 x316



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# E - JOURNAL ADVERTISING

	Corporate	Non-Profit
Journal ad	\$1,500	\$750

The Cielo Gala will feature an electronic journal which will online and projected during the event. The online journal will go live prior to the event and stay up through the month prior to the next year's event. Please see art and submission requirements below..

## Artwork Requirements:

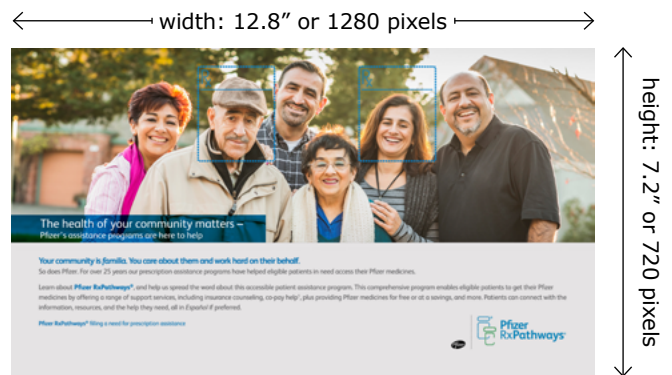
### Static Ads:

- JPEF, PNG, PDF or TIF files
- 300 dpi (minimum resolution)
- Artwork size: 12.8" width x 7.2" height (landscape shape)
- Safe area: 11.6" width x 6.0" height (where you should place text, content)
- No bleed, no crop marks

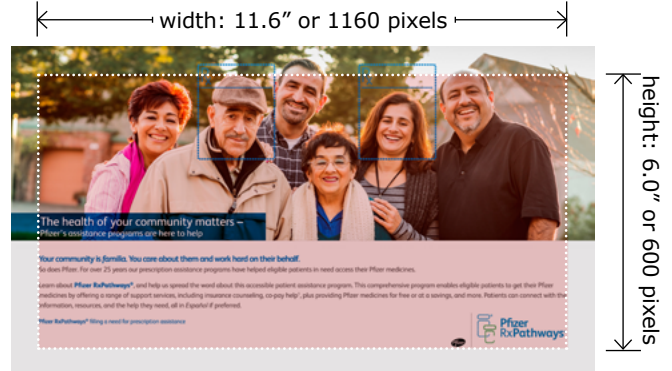
### Important:

- Deadline for artwork submission is **Friday, October 2, 2020**
- Artwork can be delivered via email to **NQuirch@latinoaidson.org**

### ARTWORK SIZE:



### SAFE AREA:



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# 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 received and pick-ups must be arranged by Friday, October 2, 2020. 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](mailto: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: \_\_\_\_\_

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## Submission checklist: *Submit via email to [NQuirch@latinoaidso.org](mailto:NQuirch@latinoaidso.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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