

DESIGNING A WORLD WITHOUT AIDS



Our Health, Our Future

CIELO GALA

CIPRIANI WALL STREET, NYC | FRIDAY, OCTOBER 15, 2021

www.cielolatino.org

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



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CIELO'S IMPACT

Last year we kicked-off our 30th anniversary celebration at our first ever Virtual Cielo Gala. We are excited to continue our 30-year celebration with a look toward the future and our goals for the Latino Commission on AIDS. We invite you to join us as a sponsor for our live in-person 2021 Cielo gala on October 15, 2021, at Cipriani Wall Street in NYC, when we will also simultaneously celebrate our 19th annual National Latino AIDS Awareness Day (NLAAD).

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. Our tireless work to serve the Latinx community did not stop in 2020; it only grew as we leveraged our expertise in the battle against HIV and AIDS, to combat the novel Coronavirus (COVID-19).

We need your support to reach this goal! We could not have achieved our past successes without our partners like you. As we continue to celebrate three decades of dedication, leadership and impact, and continue our mission, we humbly ask that you consider a sponsorship that will help the Latino Commission on AIDS to continue its work protecting the health of those most vulnerable in our communities.

Please visit us online at 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.

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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.

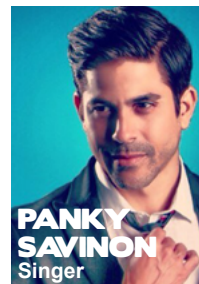


Mondo Guerra *Fashion Designer*

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.

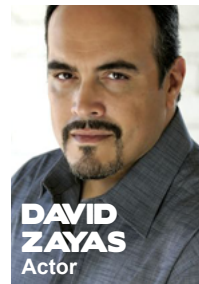


Gael García Bernal *Actor*

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

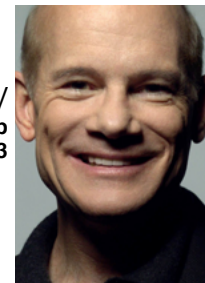


Dr. Demetre Daskalakis
Esperanza Award 2016

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 Champion: \$75,000**

• Logo placement on Cielo step & repeat • Seating for 20 guests with adjusted seating plans if social distancing rules apply; unlimited number of guests if attending virtually • 30-second video spot featured during event program • on stage program presentation opportunity • 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 event • logo placement on Cielo website for one year

☐ **Corporate Chair: \$50,000**

• Seating for 20 guests with adjusted seating plans if social distancing rules apply; unlimited number of guests if attending virtually • 30-second video spot featured during event program • on stage program presentation opportunity • 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 event • logo placement on Cielo website for one year

☐ **Corporate Vice Chair: \$35,000**

• Seating for 10 guests with adjusted seating plans if social distancing rules apply; unlimited number of guests if attending virtually • 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 event • logo placement on Cielo website for one year

☐ **Sol Sponsor: \$25,000**

• Seating for 10 guests with adjusted seating plans if social distancing rules apply; unlimited number of guests if attending virtually • 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 event • logo placement on Cielo website for one year

☐ **Luna Sponsor: \$15,000**

• Seating for 10 guests with adjusted seating plans if social distancing rules apply; unlimited number of guests if attending virtually • 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 event • logo placement on Cielo website for one year

☐ **Estrella Sponsor: \$10,000**

• Seating for 10 guests with adjusted seating plans if social distancing rules apply; unlimited number of guests if attending virtually • 1 color e-journal ad with rotation on gala website • logo placement on Thank You video slate to appear during event

☐ **Virtual Table Sponsor: \$7,500**

• Seating for 10 guests with adjusted seating plans if social distancing rules apply; unlimited number of guests if attending virtually • logo placement on Thank You video slate to appear during event

☐ **Tickets: \$750**

Seating for 1 guest: Quantity: _____

In order to comply with potential COVID restrictions, COVID tracing, pre-screening and ensure the safety of our guests and staff we will require a complete guest list, including contact information, no later than Friday, October 1, 2021. Please email your guest list with name and email to NQuirch@latinoaidsonline.org.



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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

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@latinoaidso.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@latinoaidso.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:

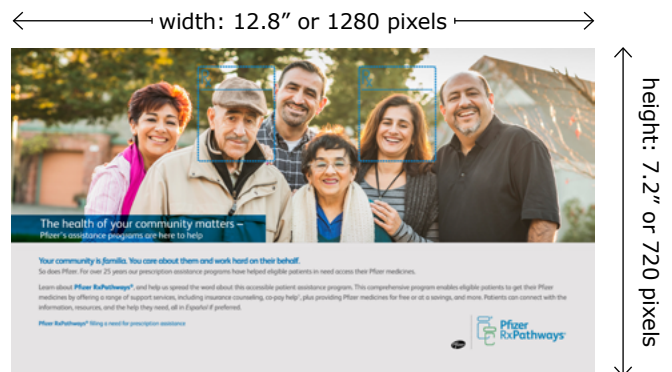
Static Ads:

- 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

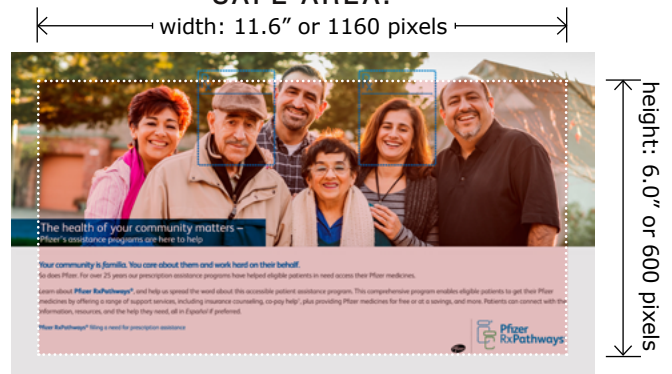
Important:

- Deadline for artwork submission is **Wednesday, September 15, 2021**
- Artwork can be delivered via email to **NQuirch@latinoaids.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@latinoaidson.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)
- ☐ Company website to link to from our website
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