

SOUND THE TRUMPET
END HIV. REACH HEALTH EQUITY.

A tribute to the music industry

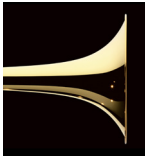
CIELO GALA

FRI, OCT 14, 2022, 6:30PM
CIPRIANI WALL STREET
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



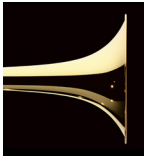
CIELO'S IMPACT

Last year marked our return to an in-person, and anticipated, Cielo Latino Gala. We invite you to join us as a sponsor for our in-person 2022 Cielo Gala on Friday, October 14, 2022, at Cipriani Wall Street in NYC, when we will also celebrate the 15th anniversary of our “[Latinos in the Deep South](#)” Program. This initiative is coordinated by the Latino Commission on AIDS and aims to build local leadership, develop networks and coalitions, enhance knowledge, cultural competency, and spur actions to address the needs of the emerging Latino/Hispanic populations in the Deep South.

Cielo is the largest annual fundraiser for the continued fight against HIV and AIDS in the Hispanic/Latinx community and supports the Latino Commission on AIDS’ mission to lead health advocacy and equity efforts, promote disease education, incentivize model prevention programs for high-risk communities, and build positive health intervention and behavioral capacity in our community partners and clients. COVID-19 sheds light on the vast health disparities that affect communities of color, which has served to reignite our passion to fight for a stigma-free future with access and care for all. We are especially focused this year on raising funds to enhance our programs to help close the devastating health care gaps in the South, where Latinx and Black people living in poverty are disproportionately affected.

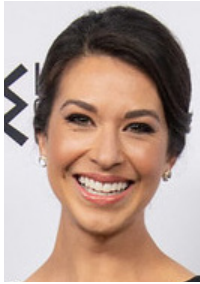
We need your support to reach this goal! We could not have achieved our historic success over the last three decades without partners like you. As we continue our mission, we kindly and humbly ask for your consideration and sponsorship support to help the Commission protect the wellbeing of those most vulnerable in our communities.

Please visit us online at www.cielolatino.org, and review the attached sponsorship materials to learn how you can support our fundraising efforts and make an impact on the lives of the people we serve. If you have questions or wish to set up a meeting to discuss your participation further, please contact Natasha Quirch, Development Director, at 212-675-3288 or NQuirch@latinoaids.org. We look forward to hearing from you.



CIELO SUPPORTERS

Ana Cabrera
Journalist



JERRY MITCHELL
Theatre Director



Sunny Hostin
Lawyer, Television host



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.



ROSELYN SÁNCHEZ
Actress



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.



CARMEN DOMINICCI

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.



PANKY SAVINON
Singer



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.

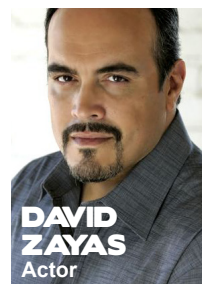


Javier Muñoz
Actor

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.



DAVID ZAYAS
Actor



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.





AWARDS THROUGH THE YEARS

Business Leadership Award

- Andy Unanue (2002)
- ABC (2003)
- Anna Carbonell, NBC (2004)
- Time Warner (2005)
- Jay Ireland, NBC (2006)
- Prudential (2007)
- Bill Roedy, MTV (2008)
- ViV (2010)
- Gilead (2011)
- Janssen Therapeutics (2014)
- Delta Air Lines (2015)
- Macy's (2017)
- PhRMA (2018)
- Coca-Cola (2020)
- SOMOS Health (2021)

Compañero Award

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

Esperanza Award

- Dr. Gabriel Torres (1997)
- Dr. Helen Rodríguez Trias (1998)
- Dr. Sandra M. Palleja (1999)
- Dr. Guillermo Santos, Betances (2001)
- Dr. Nereida Ferran (2001)
- Humberto Cruz (2003)
- Dr. Juan Bailey, Beth Israel (2004)
- Dr. Roberto R. Aymat (2005)
- Dr. Javier O. Morales Ramirez (2006)
- Dr. Beatriz Peña, Pfizer (2006)
- Dr. Octavio Vallejo, Gilead (2007)
- Arisa Batista Cunningham, J&J (2008)
- Dr. Angela Diaz, Mount Sinai (2009)
- Dr. Donna Futterman (2012)
- Dan O'Connell (2015)
- Demetre Daskalakis (2016)
- Jeremy Boal (2018)
- Maureen M. Goodenow, Ph.D. (2019)
- Dr. Anthony Fauci (2020)
- Dr. Rachel L. Levine (2021)

Ilka Award

- Cristina Saralegui (1996)
- Rosie Perez (1997)
- La India (1998)
- Ednita Nazario (1999)
- Edward James Olmos (2001)
- Félix "Tito" Trinidad (2001)
- Lauren Velez, actress (2002)
- Sofia Vergara (2003)
- Roselyn Sanchez (2004)
- Ricardo Antonia Chavira (2005)
- Jenni Rivera (2005)
- Carlos Ponce (2006)
- Gael Garcia Bernal (2007)
- Kenny Ortega (2010)
- Dayana Mendoza (2012)
- Mondo Guerra (2014)
- Javier Muñoz (2017)
- Angela Ponce (2019)

Sylvia Rivera Fuerza Award

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

Dennis De Leon Voz De Compromiso Award

- Jairo Pedraza (1997)
- Marina Alvarez, advocate (1998)
- Vivian Torres, advocate (1999)
- Michelle Lopez, Community Healthcare (2001)
- Delia Rodríguez, activist (2001)
- Antonio Hernández, Poder Latino (2002)
- Hilda N. Melore, Voices of Women of Color Against HIV/AIDS, (2002)
- Petra Berrios (2003)
- Dr. Howard Grossman (2004)
- Aracelis Quiñones, Poder Latino (2005)
- Juan Mendez, posthumously (2007)
- Joe Capestany, NYC AIDS Housing Network (2004)

- Pedro Zamora, posthumously (2009)
- Humberto Cruz (2011)
- Jesus Aguais (2012)
- Pedro Julio Serrano (2013)
- Maria Mejia (2014)
- Justin Toro (2015)
- Victor Martinez (2016)
- Luciano Reberte (2021)

Madrina/Padrino Or International/Youth Ambassador

- Gael Garcia Bernal (2007, International)
- Kat DeLuna (2008, International Ambassador)
- René Pérez, Calle 13 (2009, International Ambassador)
- Carmen Dominicci (2010, International Ambassador)
- Ximena Navarrete (2011, Madrina)
- Lia Sunshine (2012, Youth)
- JMartin (2012, Padrino)
- Leila Lopes (2012, Madrina)
- Olivia Culpo (2013, Madrina)
- Fatima Ptatck (2013, Youth Ambassador)
- Gabriela Isler (2014, Madrina)
- Henry Santos (2014, Padrino)
- Anna Villafane (2015, Madrina)
- Carlos Campos (2015, Padrino)
- Astra (2015, Madrina)
- Justina Machado (2015, Madrina)
- Evette Rios (2015, Madrina)
- Paulina Vega (2015, Madrina)
- Pia Alonzo Wurtzbach (2016, Madrina)
- Iris Mittenaeere (2017, Madrina)
- Jenna Ortega (2018, Youth Ambassador)
- Amara La Negra (2018, Madrina)
- Demi-Leigh Nels Peters (2018, Madrina)
- Victor Florencio, (2019, Padrino)
- Catriona Gray (2019, Madrina)
- Zozibini Tunzi (2020, Madrina)
- Andrea Meza (2021, Madrina)
- Joel "Joela" Rivera (2021, Youth Ambassador)

Decade Of Dedication Award

- Roy Cosme (2005)

Pioneer Award

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

Innovator Award

- Merck (2009)



CIELO AWARDS

Sylvia Rivera 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

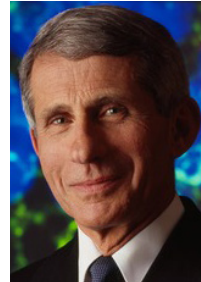
International Ambassador/Madrina & Padrino

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

Andrea Meza
Madrina 2021



Dr. Anthony Fauci
Esperanza Award 2020

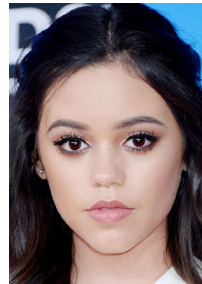


Lorena Borjas
Fuerza Award 2018

Dr. Mary
Travis Bassett
Fuerza Award 2017

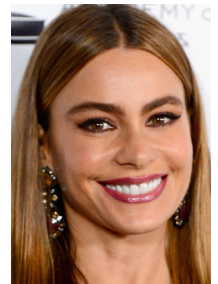


Jenna Ortega
Youth Ambassador
2018



Ricardo Chavira
Ilka Award, 2005

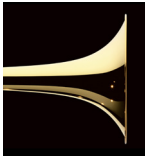
Dr. Rachel
L. Levine
Fuerza Award 2021



Sofia Vergara
Ilka Award 2003



Dr. Demetre Daskalakis
Esperanza Award 2016



SPONSORSHIP FORM

Corporate Champion: \$75,000

- Interactive Photobooth installation with branding recognition and Social Media Component
- Logo placement on Cielo step & repeat
- Seating for 20 guests with adjusted seating plans if social distancing rules apply
- 30-second video spot featured during event program
- on stage program presentation opportunity
- company recognition in the event press release
- company recognition on the digital invite
- 30-second video inclusion in social media promotion prior to the event
- 2 color e-journal ads with rotation on event website
- opportunity for promotional distribution in advance of the 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
- 15-second video spot featured during event program
- company recognition in the event press release
- company recognition on the digital invite
- 15-second video inclusion in social media promotion prior to the event
- 2 color e-journal ads with rotation on event website
- opportunity for promotional distribution in advance of the 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
- company recognition in the event press release
- company recognition on the digital invite
- 15-second video inclusion in social media promotion prior to the event
- 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
- company recognition on the digital invite
- 10-second video inclusion in social media promotion prior to the event
- 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

Luna Sponsor: \$15,000

- Seating for 10 guests with adjusted seating plans if social distancing rules apply
- company recognition on the digital invite
- social media promotion prior to the event
- 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
- social media promotion prior to the event
- 1 color e-journal ad with rotation on gala website
- logo placement on Thank You video slate to appear during the event

Tickets: \$850

(non-profit organizations please email us for a discounted rate)

- Seating for 1 guest



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

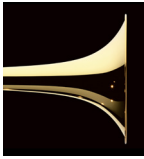
Name/Title: _____

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

Journal ad	Corporate	Non-Profit
	\$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:

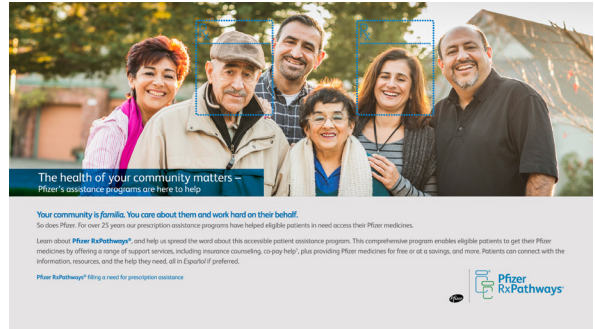
- JPEF, PNG, PDF or TIF files
- 300 dpi (minimum resolution)
- Artwork size: 12.8" width x 7.2" height (landscape shape)
- Safe area: 11.6" width x 6.0" height (where you should place text, content)
- No bleed, no crop marks

Important:

- Deadline for artwork submission is **Thursday, September 15, 2022**
- Artwork can be delivered via email to **NQuirch@latinoaids.org**

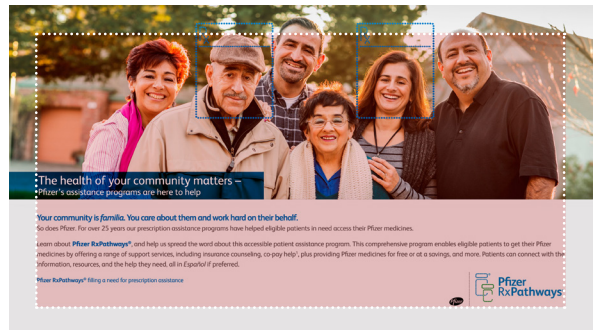
ARTWORK SIZE:

width: 12.8" or 1280 pixels



SAFE AREA:

width: 11.6" or 1160 pixels





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, September 30, 2022. 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:

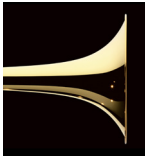
Latino Commission on AIDS
c/o Natasha Quirch
24 w 25th street, 9th floor
New York, NY 10010

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



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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