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.CIELO_LATINO.ORG

SPONSORSHIP PACKAGE
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.
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.

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.

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.

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.

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.

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.
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)
- ViIV (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)
- Dr. Wafaa El-Sadr, Harlem Hospital (1999)
- Dr. Fred Valentine, Bellevue Hospital (2001)
- Dr. Roy M. Gulick (2002)
- Randi Weingarten, UFT (2005)
- Lillian Rodriguez Lopez (2010)
- Anderson Cooper (2011)
- Johanne Morne (2018)
- Jerry Mitchell (2019)

Esperanza Award
- Dr. Gabriel Torres (1997)
- Dr. Helen Rodriguez Tras (1998)
- Dr. Sandra M. Palia (1999)
- Dr. Guillermo Santos, Betances (2001)
- Dr. Nereida Ferran (2001)
- Dr. Juan Bailey, Beth Israel (2004)
- Dr. Roberto R. Aymat (2005)
- Dr. Javier C. Morales Ramirez (2006)
- Dr. Beatriz Pena, Pfizer (2006)
- Dr. Octavio Vallejo, Gilead (2007)
- Dr. Angela Diaz, Mount Sinai (2009)
- Dr. Donna Futerman (2012)
- Dan O'Connell (2015)
- Demetres 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)
- Edmira Nazario (1999)
- Edward James Olmos (2001)
- Felix "Tito" Trinidad (2001)
- Lauren Velez, actress (2002)
- Sofia Vergara (2003)
- Roselyn Sanchez (2004)
- Ricardo Antonio Chavira (2005)
- Jenni Rivera (2005)
- Carlos Ponce (2006)
- Gael Garcia Bernal (2007)
- Kenny Ortega (2010)
- Dayana Mendoza (2012)
- Mondo Guinea (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)
- Dr. Victoria Sharp (2005)
- 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 Rodriguez, activist (2001)
- Petra Berrios (2003)
- Aracelis Quiñones, Poder Latino (2005)
- Juan Mendez, posthumously (2007)

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)
- J. Martin (2012, Padrino)
- Leila Lopes (2012, Madrina)
- Olivia Culpo (2013, Madrina)
- Fatima Ptak (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 Mittenaere (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 “Joel” 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)
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
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
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
The Cielo Gala will feature an electronic journal which will be 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**

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**E-JOURNAL ADVERTISING**

<table>
<thead>
<tr>
<th>Journal ad</th>
<th>Corporate</th>
<th>Non-Profit</th>
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<td>$1,500</td>
<td>$750</td>
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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 your 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 your submission

Any questions:
Please contact Natasha Quirch at 212-675-3288 x316 or NQuirch@latinoaids.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: ___________________________________________________

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