

CIELO GALA

FRIDAY, JUNE 02, 2023
CIPRIANI WALL STREET NYC

SPONSORSHIP PACKAGE





CIELO'S IMPACT

After a successful 2022 Cielo Gala, we are pleased to announce that our annual celebration will return to lovely springtime on Friday, June 2, 2023, at Cipriani Wall Street in NYC. We are excited to invite you to join us as a sponsor as we commemorate Pride month and elevate our commitment to reach Zero Homophobia and Zero Transphobia in our communities, by recognizing our national [ZERO Campaign](#). In 2023, we want to keep meeting the objectives of the Latino Commission on AIDS with the same strength and power of innovation, as we get closer to our goal of achieving a world with zero HIV infections to design a world without AIDS.

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 health 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 people we serve. COVID-19 shed light on the vast health disparities that affect communities of color and LGBTQ+ populations, which has served to reignite our passion to fight for a stigma-free future with health access and care for all. We are especially focused this year on raising funds to enhance our Zero Campaign and programs to help close the devastating healthcare gaps, where people of color and LGBTQ+ communities 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, VP of Development, at NQuirch@latinoaids.org. We look forward to hearing from you.

Sincerely,

Guillermo Chacón
President

Roy Cosme
Honorary Chair



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

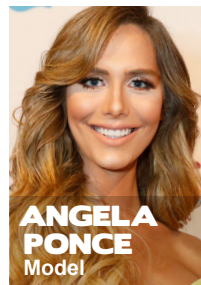


Amara la Negra
Artist

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.



ANGELA PONCE
Model



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.



HENRY MUÑOZ III
Activist

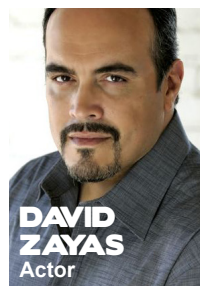


Gael García Bernal
Actor

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)
- ViTV (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)
- Oscar Hernandez (2022)

Esperanza Award

- Dr. Gabriel Torres (1997)
- Dr. Helen Rodríguez Trias (1998)
- Dr. Sandra M. Pallega (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)
- Xavier Becerra (2022)

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)
- The Southern AIDS Coalition (2022)

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)
- Steven Vargas (2022)

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 Culp (2013, Madrina)
- Fatima Ptatch (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 Mittenare (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)
- Harnaaz Sandhu (2022, Madrina)
- Johnny Cruz (2022, Padrino)

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



Xavier Becerra
Esperanza Award 2022



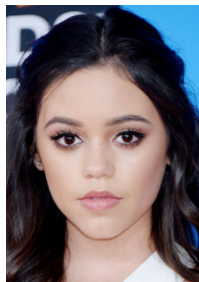
Lorena Borjas
Fuerza Award 2018



Dr. Mary
Travis Bassett
Fuerza Award 2017



Jenna Ortega
Youth Ambassador
2018



Dr. Anthony Fauci
Esperanza Award 2020

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 • 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 • 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 • 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 • 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 • 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 • 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@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**
- Questions? Contact Natasha Quirch via email at **NQuirch@latinoaid.org** or 212-675-3288 x316



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:

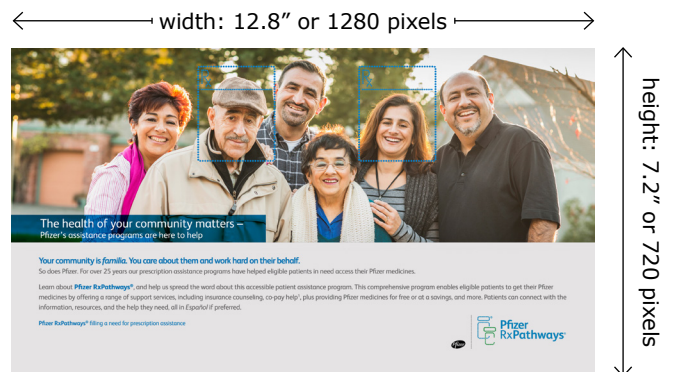
Static Ads:

- 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

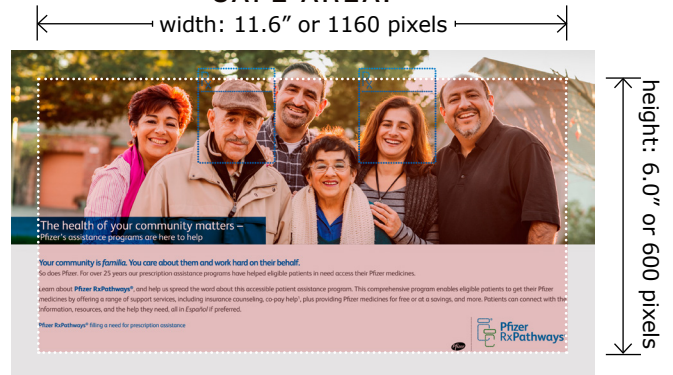
Important:

- Deadline for artwork submission is **Thursday, May 11, 2023**
- Artwork can be delivered via email to **NQuirch@latinoaidso.org**

ARTWORK SIZE:



SAFE AREA:





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 Thursday, May 11, 2023.
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@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)
- ☐ Company website to link to from our website
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- ☐ Artwork must include detailed description, including artist, format, size and a photo of your piece with you submission (must be framed)