



# CIELO GALA

FRIDAY, MAY 31, 2024  
CIPRIANI WALL STREET  
NEW YORK CITY

## SPONSORSHIP PACKAGE



Cielo is a fundraising event of the  
Latino Commission on AIDS (501(c)3)  
24 W 25th Street, 9th FL, NY, NY 10010  
(212) 675-3288 • [www.cielolatino.org](http://www.cielolatino.org)



# CIELO'S IMPACT

On behalf of the Latino Commission on AIDS, we are excited to invite you to join us and become a sponsor of our annual Cielo Gala on Friday, May 31, 2024, at Cipriani Wall Street in New York City. The event will commemorate Pride month and elevate our commitment to reach Zero Homophobia and Zero Transphobia in our communities by recognizing our national [ZERO Campaign](#). We hope you can join us as we honor inspirational leaders who have made a difference in our cause to end HIV and AIDS and improve the health of the Latinx community.

Cielo is the largest annual fundraiser in response to the impact of HIV and AIDS on the Latinx community and supports the mission of the Latino Commission and the Hispanic Health Network to spearhead health advocacy, promote HIV education, develop model prevention programs for high-risk communities, build organizational and human capacity among local community service providers and clients, and achieve health equity. For nearly 35 years, the Commission has been an essential advocate for these efforts and now, with the expansion of our Hispanic Health Network, we are addressing the social and systemic factors that have an impact on access to care.

Given this, we cannot ignore the current social context of proposed anti-LGBTQ legislation across the country, stigma, and the increase in violence that threatens the health and very existence of the LGBTQ community. That is why we are continuing the focus of our Cielo fundraising efforts to benefit our Zero Homophobia and Zero Transphobia campaigns. Your support and advocacy will greatly contribute to the cause, and we ask that you join us in partnership as a sponsor to overcome these challenges and attain health equity.

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 support to help the Commission protect the well-being of those most vulnerable in 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 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 [cielo@latinoaid.org](mailto:cielo@latinoaid.org). We look forward to hearing from you.

Sincerely,

Guillermo Chacón  
President

Richard Izquierdo  
Gala 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*

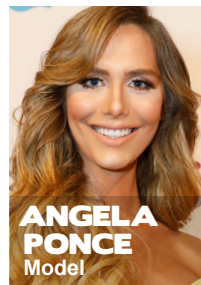


**Amara la Negra**  
*Artist*

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*

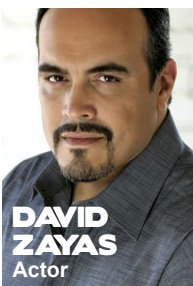


**Gael García Bernal**  
*Actor*

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)
- 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)
- 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)
- Dr. Iván Meléndez-Rivera (2023)

## 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)
- Laith Ashley (2023)

## 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)
- Fundación Latinoamericana de Acción Social, FLAS (2023)

## 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 Culpo (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 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 "Joela" Rivera (2021, Youth Ambassador)
- Harnaaz Sandhu (2022, Madrina)
- Johnny Cruz (2022, Padrino)
- R'Bonney Gabriel (2023, Madrina)

## 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



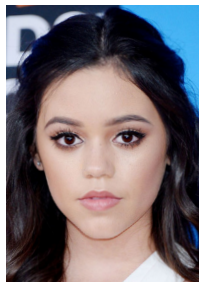
Lorena Borjas  
Fuerza Award 2018



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](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 [cielo@latinoaid.org](mailto:cielo@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 [cielo@latinoaid.org](mailto:cielo@latinoaid.org) or 212-675-3288



# 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

### ARTWORK SIZE:

width: 12.8" or 1280 pixels



height: 7.2" or 720 pixels

### SAFE AREA:

width: 11.6" or 1160 pixels



height: 6.0" or 600 pixels

### Important:

- Deadline for artwork submission is **Wednesday, May 1, 2024**
- Artwork can be delivered via email to **[cielo@latinoaidso.org](mailto:cielo@latinoaidso.org)**



# 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)
- ☐ Company website to link to from our website
- ☐ A photo that showcases your item(s) (JPEG preferred)
- ☐ Donation of 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 **Wednesday, May 1, 2024.**  
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 or [cielo@latinoaidso.org](mailto:cielo@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: \_\_\_\_\_

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

- ☐ Silent auction form (please complete all sections)
- ☐ Company website to link to from our website
- ☐ A photo that showcases your item(s) (JPEG preferred)
- ☐ Donation of artwork must include detailed description, including artist, format, size and a photo of your piece with you submission (must be framed)