

**FRIDAY JUNE 4, 2027 • CIPRIANI WALL STREET, NYC**



## **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](http://www.cielolatino.org)





# CIELO'S IMPACT

On behalf of the Latino Commission on AIDS and the Hispanic Health Network, I invite you to become a valued sponsor of our 2027 Cielo Gala as we conclude a year-long commemoration marking 45 years since the beginning of the HIV/AIDS epidemic. Together, we have the opportunity to honor the progress made, recognize the work that remains, and invest in a healthier future for all.

Our signature fundraising event, next year's Cielo Gala, will be held on Friday, June 4, 2027, at Cipriani Wall Street in New York City. The Gala raises critical funds that sustain our response to the HIV epidemic in the Hispanic/Latine community while celebrating the extraordinary partnerships, advocates, and community leaders who have advanced our mission over the years.

We have achieved significant progress since the start of the epidemic, yet the fight is far from over. Persistent inequities continue to limit access to prevention, treatment, and quality healthcare. Hispanic/Latine people represent just 19% of the U.S. population, yet account for 31% of new HIV diagnoses and 26% of people living with HIV. These disparities underscore the urgent need for continued investment in culturally responsive programs, advocacy, and community-based solutions.

Your sponsorship will directly support lifesaving services, health education, policy advocacy, grassroots capacity-building, and expanded access to care for communities disproportionately affected by HIV. As an early sponsor, your organization will receive enhanced recognition throughout our gala promotional campaign, beginning in the fall of 2026, demonstrating your commitment to health equity to a broad audience of community leaders, policymakers, corporate partners, and supporters.

Enclosed are our sponsorship opportunities outlining the many ways your organization can partner with us to create lasting change. Learn more about our work at [www.latinoaids.org](http://www.latinoaids.org), and review highlights from our 2026 Cielo Gala at [www.cielolatino.org](http://www.cielolatino.org). If you would like to request a meeting or discuss sponsorship opportunities, please contact our Vice President of Development, Natasha Quirch, at [nquirch@latinoaids.org](mailto:nquirch@latinoaids.org), or our event producer, Roy Cosme, at [rcosme@arcos-ny.com](mailto:rcosme@arcos-ny.com).

Thank you for your consideration and for your commitment to building healthier communities. We look forward to partnering with you to make the 2027 Cielo Gala our most impactful yet.

Warmest regards,

Guillermo Chacón  
President



# 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*

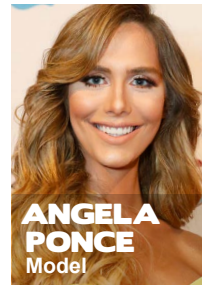


**Amara la Negra**  
*Artist*

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**  
*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.

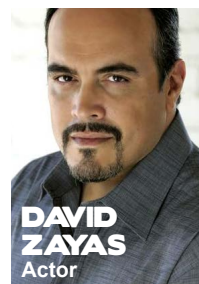


**Javier Muñoz**  
*Actor*

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)
- Michael Dowling, Northwell Health (2025)

## Compañero Award

- Sean Strub (1996)
- Dr. David Ho (1997)
- Susan Berresford (1998)
- Sandra L. Thurman (1998)
- Dr. Wafaa El-Sadr, (1999)
- Dr. Fred Valentine (2001)
- Dr. Roy M. Gulick (2002)
- Ortho Biotech (2003)
- Randi Weingarten (2005)
- Lillian Rodríguez López (2010)
- Anderson Cooper (2011)
- Johanne Morne (2018)
- Jerry Mitchell (2019)
- Oscar Hernandez (2022)
- Harold Phillips (2024)
- Hispanic Federation (2025)

## Esperanza Award

- Dr. Gabriel Torres (1997)
- Dr. Helen Rodríguez Trias (1998)
- Dr. Sandra M. Palreja (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)
- Dr. Mitchell Katz (2024)
- Dr. Laura Cheever (2025)

## 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)
- Steven Canals (2024)
- Daphne Rubin-Vega (2025)

## 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)
- Valerie Reyes-Jimenez (2024)
- Dr. Francisco Ruiz

## 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 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)
- 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)

## 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



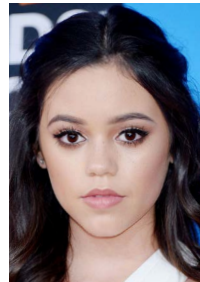
Lorena Borjas  
Fuerza Award 2018



Dr. Mary  
Travis Bassett  
Fuerza Award 2017



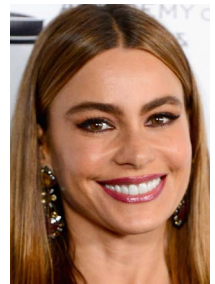
Jenna Ortega  
Youth Ambassador  
2018



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**

- 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 • 30-second video spot featured during event program • 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 • 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
- 30-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 • 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 • 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 • Company recognition on the digital invite • Logo placement on Thank You video slate during the event • Logo placement on the Cielo website for one year

## ☐ **Tickets: \$850**

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

- Seating for 1 guest

### **Important:**

- To confirm your sponsorship and receive payment information, please submit the sponsorship form online: <https://forms.cloud.microsoft/r/zN79uYcdzm>
- After your form is submitted, we will send a confirmation along with a request for materials needed to fulfill sponsorship benefits.
- Guest List Deadline: Wednesday, May 19, 2027
- Questions? Contact us at [cielo@latinoaid.org](mailto:cielo@latinoaid.org) or (212) 675-3288.



# E-JOURNAL ADVERTISING

|              | Corporate | Non-Profit |
|--------------|-----------|------------|
| E-Journal ad | \$1,500   | \$250      |

The Cielo Gala will feature an electronic journal which will be projected during the event and online for one year at [www.cielolatino.org](http://www.cielolatino.org) Please see art and submission requirements below.

## Artwork Requirements:

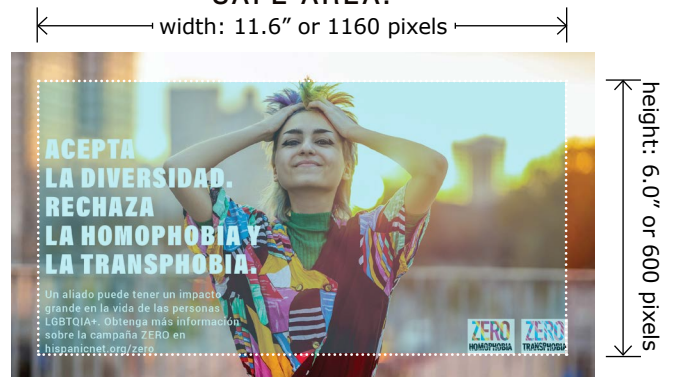
### Static Ads:

- 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:



### SAFE AREA:



### Important:

- Deadline for artwork submission is **Wednesday May 5, 2027**
- 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*

## Ready to Donate?

1. Complete the Silent Auction Donor Form:  
<https://forms.cloud.microsoft/r/JvLBFCzUeS>
2. After form submission, please provide donation photos that showcase your item(s) (jpeg preferred)

## Shipping / Delivery

- Items received and pick-ups must be arranged by **Friday, May 7, 2027**.  
Please contact us at [cielo@latinoaidso.org](mailto:cielo@latinoaidso.org) 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 Cielo  
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
- Small to medium size pieces are preferred

## Any questions:

Please contact Natasha Quirch at 212-675-3288 or [cielo@latinoaidso.org](mailto:cielo@latinoaidso.org)