CIELO GALA
OCTOBER 30, 2020 | 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
Cielo’s Impact

It has been a thirty-year journey, leading with our hearts in hand, to help individuals, families, and communities affected by HIV&AIDS. What has helped us make an impact is an overarching network of community leaders from government, business, entertainment, and nonprofit sectors, along with individuals who care to make a difference. That is Cielo, our annual benefit gala, and we are excited to invite you to join us as a sponsor of our 25th annual gala on October 30, 2020, where we will celebrate 30 years of the Latino Commission on AIDS.

As the largest annual fundraiser in response to the impact of the HIV/AIDS epidemic in the Hispanic/Latinx community, Cielo supports the Latino Commission on AIDS’ mission to spearhead health advocacy, promote HIV education, develop model prevention programs for high-risk communities, and build capacity in our community organizations and clients. Over the last three decades, the Latino Commission on AIDS has been an essential advocate for these efforts and has become a recognized national leader in the fight against HIV/AIDS.

We could not have achieved our successes without our partners like you. As we celebrate this organizational milestone, we humbly ask that you consider a sponsorship that will help provide a sound future for the Latino Commission on AIDS to continue its work protecting the health of our communities.

Please visit us online at www.cielolatino.org and review the attached sponsorship materials to learn how you can contribute to our fundraising efforts and make a difference in the lives of the people we serve.
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HONORING OUR THIRTY YEAR IMPACT ON HIV & AIDS

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.

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.

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.

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.

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.

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.

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.

CARMEN DOMINICCI
Actress

Rosie Pérez
Actress

Amara la Negra
Artist

Kenny Ortega
Producer

India
Singer

Wilmer Valderrama
Actor

Rosie Perez
Actress

Mondo Guerra
Fashion Designer

Gael García Bernal
Actor

Javier Muñoz
Actor

Soledad O’Brien
Journalist

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AWARDS THROUGH THE YEARS

Business Leadership Award
- PhRMA (2018)
- Macy’s (2017)
- Delta Air Lines (2015)
- Janssen Therapeutics (2014)
- Gilead (2011)
- Viiv (2010)
- Bill Roedy, MTV (2008)
- Prudential (2007)
- Jay Ireland, NBC (2006)
- Time Warner (2005)
- Anna Carbonell, NBC (2004)
- ABC (2003)
- Andy Unanue (2002)
- Carlos Ponce (2006)
- Jenni Rivera (2005)
- Ricardo Antonio Chavira (2005)
- Roselyn Sanchez (2004)
- Sofia Vergara (2003)
- Lauren Velez, actress (2002)
- Félix “Tito” Trinidad (2001)
- Edward James Olmos (2001)
- Ednita Nazario (1999)
- La India (1998)
- Rosie Perez (1997)
- Cristina Saralegui (1996)

Compañero Award
- Jerry Mitchell (2019)
- Johanne Morne (2018)
- Anderson Cooper (2011)
- Randi Weingarten, UFT (2005)
- Dr. Roy M. Gulick (2002)
- Dr. Fred Valentine, Bellevue Hospital (2001)
- Dr. Wafaaf El-Sadr, Harlem Hospital (1999)
- Susan Beresford, Ford Foundation (1998)
- Dr. David Ho (1997)
- Sean Strub (1996)

Esperanza Award
- Maureen M. Goodenow, Ph.D. (2019)
- Jeremy Boal (2018)
- Demetre Daskalakis (2016)
- Dan O’Connell (2015)
- Dr. Donna Futtermann (2012)
- Angela Diaz, Mount Sinai (2009)
- Dr. Octavio Vallejo, Gilead (2007)
- Dr. Beatriz Peña, Pfizer (2006)
- Dr. Javier O. Morales Ramirez (2006)
- Dr. Roberto R. Aymat (2005)
- Dr. Juan Bailey, Beth Israel (2004)
- Humberto Cruz (2003)
- Dr. Nereida Ferran (2001)
- Dr. Guillermo Santos, Betances (2001)
- Dr. Sandra M. Palleja (1999)
- Dr. Helen Rodriguez Trías (1998)
- Dr. Gabriel Torres (1997)

Ilka Award
- Angela Ponce (2019)
- Javier Muñoz (2017)
- Mondo Guerra (2014)
- Dayana Mendoza (2012)
- Kenny Ortega (2010)
- Gael García Bernal (2007)

Sylvia Rivera Fuerza Award
- Lorena Borjas (2019)
- Centro Hispano (2018)
- Mary Travis Bassett, MD (2017)
- Mathilde Krim, amfAR (2008)
- Anna Oliveira, NY Women’s Foundation ALDO Fights AIDS (2006)
- Dr. Victoria Sharp (2005)
- Margarita Lopez, Council Member (2003)
- Denise M. Quiñones (2002)
- Debbie Medina, NY Daily News (2001)
- Julio Bellber, Centercare Health Plan (2001)
- Rosana Rosado (1999)
- Dennis Rivera (1998)
- Joyce Rivera (1997)
- Moises Agosto (1996)

Dennis De Leon Voz De Compromiso Award
- Victor Martinez (2016)
- Justin Toro (2015)
- Maria Mejía (2014)
- Pedro Julio Serrano (2013)
- Jesus Aguais (2012)
- Humberto Cruz (2011)
- Pedro Zamora, posthumously (2009)
- Juan Mendez, posthumously (2007)
- Aracelis Quiñones, Poder Latino (2005)
- Petra Bernios (2003)
- Delia Rodriguez, activist (2001)
- Michelle Lopez, Community Healthcare (2001)
- Vivian Torres, advocate (1999)
- Marina Alvarez, advocate (1998)
- Jairo Pedraza (1997)

Madrina/Padrino Or International/Youth Ambassador
- Catriona Gray (2019, Madrina)
- Víctor Florencio, (2019, Padrino)
- Demi-Leigh Nels Peters (2018, Madrina)
- Amara La Negra (2018, Madrina)
- Jenna Ortega (2017, Youth Ambassador)
- Iris Mittenaere (2017, Madrina)
- Pia Alonzo Wurtzbach (2016, Madrina)
- Paulina Vega (2015, Madrina)
- Evette Rios (2015, Madrina)
- Justina Machado (2015, Madrina)
- Astra (2015, Madrina)
- Carlos Campos (2015, Padrino)
- Anna Villafane (2015, Madrina)
- Henry Santos (2014, Padrino)
- Gabriela Isler (2014, Madrina)
- Fatima Ptack (2013, Youth Ambassador)
- Olivia Culpo (2013, Madrina)
- Leila Lopes (2012, Madrina)
- JMars (2012, Padrino)
- Lia Sunshine (2012, Youth)
- Ximena Navarrete (2011, Madrina)
- Carmen Dominici (2010, International Ambassador)
- René Pérez, Calle 13 (2009, International Ambassador)
- Kat DeLuna (2008, International Ambassador)
- Gael García Bernal (2007, International)

Decade Of Dedication Award
- Roy Cosme (2005)

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

Innovator Award
- Merck (2009)
Rosie Perez 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
  • Logo placement on Cielo step and repeat
  • seating for 20 guests
  • 60 second video spot featured during event program
  • on stage program presentation opportunity
  • red carpet photo opportunities with celebrities and community leaders
  • company recognition in event press release (*)
  • company recognition on digital invite (*)
  • inclusion in social media promotion (*)
  • 2 color e-journal ads with rotation at gala event via digital screen
  • opportunity for promotional distribution at event (*)
  • logo placement at gala event via digital screen
  • logo placement on Cielo website for one year

☐ Corporate Chair: $50,000
  • Seating for 20 guests
  • 30 second video spot featured during event program
  • on stage program presentation opportunity
  • red carpet photo opportunities with celebrities and community leaders
  • company recognition in event press release (*)
  • company recognition on digital invite (*)
  • inclusion in social media promotion (*)
  • 2 color e-journal ads with rotation at gala event via digital screen
  • opportunity for promotional distribution at event (*)
  • logo placement at gala event via digital screen
  • logo placement on Cielo website for one year

☐ Corporate Vice Chair: $35,000
  • Seating for 10 guests
  • 30 second video spot featured during event program
  • company recognition in event press release (*)
  • company recognition on digital invite (*)
  • inclusion in social media promotion (*)
  • 1 color e-journal ad with rotation at gala event via digital screen
  • logo placement at gala event via digital screen
  • logo placement on Cielo website for one year

☐ Sol Sponsor: $25,000
  • Seating for 10 guests
  • company recognition on digital invite (*)
  • inclusion in social media promotion (*)
  • 1 color e-journal ad with rotation at gala event via digital screen
  • logo placement at gala event via digital screen
  • logo placement on Cielo website for one year

☐ Luna Sponsor: $15,000
  • Seating for 10 guests
  • company recognition on digital invite (*)
  • 1 color e-journal ad with rotation at gala event via digital screen
  • logo placement at gala event via digital screen
  • logo placement on Cielo website for one year

☐ Estrella Sponsor: $10,000
  • Seating for 10 guests
  • 1 color e-journal ad with rotation at gala event via digital screen
  • logo placement at gala event via digital screen

☐ Table Sponsor: $7,500
  • Seating for 10 guests

☐ Tickets: $750
  • Seating for 1 guest
  • Quantity: ____________

(*) available for pre-events if secured before March 30
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
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 **Friday, October 2, 2020**
- Artwork can be delivered via email to **NQuirch@latinoaids.org**

**E-JOURNAL ADVERTISING**

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

**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
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 your submission (must be framed)

Shipping / Delivery
- Items received and pick-ups must be arranged by Friday, October 2, 2020. Please contact us to make arrangements
- We are not able to cover the 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: _________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Submission checklist: Submit via email to NQuirch@latinoaids.org
□ Silent auction form (please complete all sections)
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