

FOR ALL END Stigma

GALA 2024

SPONSORSHIP OPPORTUNITIES

9.30.24

GMHC

END AIDS. LIVE LIFE.

About the Gala: For All, End Stigma

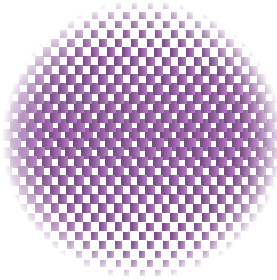
The annual gala for the Gay Men’s Health Crisis (GMHC), the world’s first HIV and AIDS service organization, is one of the most high-profile and important LGBTQ+ fundraisers of the year. The 2024 GMHC Gala, serves as our organization’s signature event, and has long been an opportunity to honor outstanding individuals and institutions who have made significant contributions to end the AIDS epidemic, improve health equity, and to destigmatize other social determinants of health such as housing, nutrition, and access to mental health services. This year’s gala theme is “For All, End Stigma”.

Since 1982, GMHC’s work has continued to fight to end the AIDS epidemic, uplift the lives of all affected, and to create safe spaces for those facing stigma. We provide psychosocial programs including HIV/STI testing; referrals for PrEP and PEP; meals and nutrition; housing; legal and immigration support; workforce development; benefits advocacy; and mental health and substance use treatment. GMHC also advocates for stronger public policies at the local, state and federal levels, delivering a message of hope to thousands of New Yorkers.

On September 30th, join us and over 350 influential business professionals, community leaders, and philanthropic donors who believe in GMHC’s commitment to uplifting those living with or affected by HIV and AIDS, and as we honor leaders and influential voices who uphold the human rights of all in need. It is because of your support our vital work to end stigma and create more equitable outcomes is made possible.



About the Gala: For All, End Stigma



Monday, September 30, 2024

6:00pm Cocktails

7:00pm Dinner, Program & After Party

Tribeca Rooftop, 2 Desbrosses Street, New York, NY 10013

Attire: New York Glam

Join us for a Non-traditional Gala & Dance Party

PAST AWARDEES

Including President Bill Clinton; Philanthropist Joan H. Tisch (posthumously); Former Speaker Nancy Pelosi; Broadway Legend Chita Rivera; Screenwriter, producer, and director Dustin Lance Black; Barclay's CEO Jes Staley; Activist Peter Staley; Model Naomi Campbell; MSNBC Host Joy Reid; Black AIDS Institute founder Phill Wilson; Artist and activist Mary Fisher and many more, including GMHC's Co-Founder, playwright, author, and activist the late Larry Kramer.



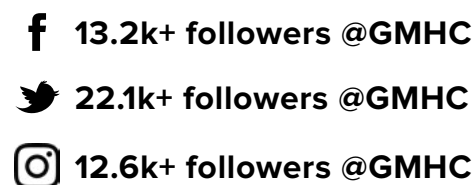
PRESS & MEDIA

GMHC's annual gala has garnered widespread media attention and has been featured in a number of local and nationally recognized publications. GMHC's website receives over 288,000 unique pageviews annually and 16,000 unique visits each month. GMHC and media sponsors have a combined social media audience of over 5 million.

RECENT PRESS



SOCIAL MEDIA



Honoring

The 2024 GMHC Gala will honor outstanding individuals and institutions who have made significant contributions to end the HIV epidemic, improve health equity, and to destigmatize other social determinants of health such as housing, nutrition and, access to mental health services.



Oni Blackstock, M.D., M.H.Sc.

Founder & Executive Director of
Health Justice

Uché Blackstock, M.D.

Founder & CEO, Advancing Health Equity

Judith Peabody Humanitarian Award



Betty Chiang, M.D

Vice President, US Medical Affairs, Virology,
Gilead Sciences

Corporate Impact Award



Michelle Visage

Television & Radio Personality, Actress,
Singer, Activist & Author

Community Advocate Award

About GMHC

GMHC is the world's first and leading provider of HIV & AIDS prevention, care, and advocacy. We provide holistic services including hot meals, legal assistance, housing support, workforce development, mental health services, and more to thousands of clients. Our mission is to fight the AIDS epidemic and uplift the lives of all affected.

IN 2023 GMHC:



Served over
5,000 hot meals



Administered over
2,250 HIV tests



Increased housing to
nearly 300 units



Provided 90,000
pounds of produce



Connected over
1,000 people to PrEP



Quadrupled number of
mental health clients



Sponsorship Levels & Benefits

■ **Presenting Sponsor: Premium Placement / \$100,000**

□ **20 Tickets**

- Premium seating for 10
- Acknowledgment of brand and CEO from the stage by GMHC leadership
- Logo below event title with brand lock-up i.e. GMHC Gala presented by [BRAND]
- Meet & greet with honorees and VIP guests
- Premium logo placement on displays during event
- Inclusion in event email blasts (distribution over 56K)
- Mention in press outreach
- Integration in up to three social media promotions
- Full page color ad in digital journal
- Logo placement on all event materials, e-blasts, signage, and step-and-repeat
- Placement in gift bag activation
- Listed as Presenting Sponsor on event materials

■ **Diamond: Premium Placement / \$50,000**

□ **12 Tickets**

- Premium seating for 5
- Acknowledgment of brand and CEO from the stage by GMHC leadership
- Meet & greet with honorees and VIP guests
- Premium logo placement on displays during event
- Inclusion in event email blasts (distribution over 56K)
- Mention in press outreach
- Integration in up to two social media promotions
- Full page color ad in digital journal
- Logo placement on all event materials, e-blasts, signage, and step-and-repeat
- Placement in gift bag activation
- Listed as Diamond Sponsor on event materials

Sponsorship Levels & Benefits

■ **Gold: Preferred Placement / \$25,000**

10 Tickets

- Preferred Seating for 5
- Inclusion in two email blasts (distribution over 56K)
- Mention in press outreach
- Full page color ad in digital journal
- Logo placement on invitation and e-blasts
- Placement in gift bag activation
- Listed as Gold Sponsor on event materials

■ **Silver: Preferred Placement / \$15,000**

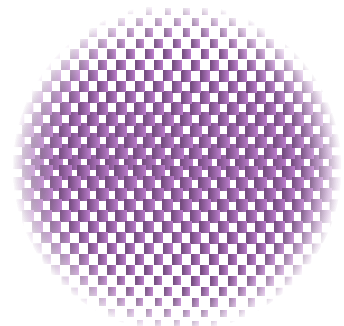
10 Tickets

- Preferred Seating for 4
- Half page color ad in digital journal
- Listing on invitation
- Placement in gift bag activation
- Listed as Silver Sponsor on event materials

■ **Host Committee: Reserved Seating / \$10,000**

8 Tickets

- Reserved Seating
- Listed as Host Committee on event materials
- Half page color ad in digital journal



Gala Tickets & Digital Journal

■ **Host Committee Tickets: Two Gala Tickets / \$5,000**

2 Tickets

- Listed as Host Committee on event materials
- Half page color ad in digital journal

■ **Gold Ticket: One Gala Ticket / \$1,000**

■ **Dance Party: One After Party Ticket / \$125**

Your Ad in this year's Gala Digital Journal is a great way to:

- Congratulate the 2024 award recipients
- Celebrate the mission and impact of GMHC
- Promote your organization

PRICES

- Full Page:** \$1,000 (8.5"W x 11"H)
- Half Page:** \$500 (8.5"W x 5.5"H)
- Quarter Page:** \$300 (4.25"W x 5.5"H)

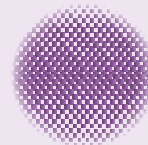
ART SPECIFICATIONS

- File type: PDF or JPEG
- Resolution: 300 dpi
- Size: See exact sizes at left
- Color mode: RGB

SUBMISSIONS

Advertisement art must be submitted by **September 16th, 2024.**

Please email art files to Kimberly John, kimberlyj@gmhc.org



Thank You!

For Tickets and Sponsorships, please contact

Kimberly John

Sponsorships and Special Events Coordinator

kimberlyj@gmhc.org

Lesley Enston

Managing Director of Special Events

lesleye@gmhc.org

