

EVER  
FOR  
US



**GMHC**  
END AIDS. LIVE LIFE.

**THE LATEX BALL 6/21/25**



# About GMHC

**GMHC is the world's first and leading provider of HIV and 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 those affected.

## WHAT WE DO



Advocacy



Health Benefits



HIV & STI  
Testing



Housing & Financial  
Management



Legal Services



Meals & Nutrition



Mental & Behavioral  
Health



Prevention &  
Community Health



Harm Reduction  
Services



Training, Education,  
Capacity-Building and  
Research



Wellness



Workforce  
Development

## WHO WE SERVE

GMHC serves New Yorkers throughout the five boroughs: 41% live in Manhattan; 24% in Brooklyn; 17% in the Bronx; 16% in Queens, and 1% in Staten Island. The communities we serve are disproportionately affected by both the HIV and COVID-19 pandemics: Over 70% live below the Federal Poverty Line; 29% are Black; and 34% are Latino. 36% of our clients are over the age of fifty, and 68% are LGBTQ+.





# The Latex Ball

**SATURDAY  
JUNE 21  
2025**

Since 1989, GMHC's Latex Ball has been the largest annual event of the international House & Ball community.

The Latex Ball utilizes the "Triple E"—Education, Entertainment, and Empowerment—approach to HIV prevention, harm reduction, and positive sexual health messaging. The event features competitions in dance, voguing, and fashion while incorporating messages that link the community to resources that help prevent the spread of HIV.

Today, the Latex Ball is attended by thousands. Celebrities, designers, and models like writer/producer Ryan Murphy, superstar Janet Jackson, singer Tamar Braxton, fashion designer Patricia Field, singer Estelle, activist and author Janet Mock, TV star EJ Johnson, iconic performer Kevin Aviance, and "Pose" stars MJ Rodriguez and Dominique Jackson have all joined us for the Ball alongside members of the House & Ball community.





<b>THE LATEX BALL 2025</b> Sponsorship Levels and Benefits	<b>PIONEER</b> <b>\$75,000</b>	<b>HALL OF FAME</b> <b>\$50,000</b>	<b>ICON</b> <b>\$20,000</b>	<b>STATEMENT</b> <b>\$10,000</b>	<b>STAR</b> <b>\$5,000</b>
Logo below event title with logo lock-up i.e. 2024 GMHC Latex Ball powered by [BRAND]	✓				
Branded VIP top floor	✓				
Video Message/Speaking opportunity during event	✓				
Co-branded stage wrap	✓				
Branded social media filter	✓	✓			
30 Second video ad	✓	✓			
Branded photobooth filter	✓	✓			
Logo on step and repeat	✓	✓			
Dedicated category (i.e Bizarre Category presented by [BRAND] *	✓	✓	✓		
Co-branded swag	✓	✓	✓		
Co-Branded email blast to GMHC list	✓	✓	✓		
Banner at the event (provided by sponsor)	✓	✓	✓	✓	
Recognition in Press Release (distributed to high-profile media outlets)	✓	✓	✓	✓	✓
Onstage Thank you	✓	✓	✓	✓	✓
Complimentary tickets to VIP lounge	10	8	6	4	2
Logo on ticketing platform	✓	✓	✓	✓	✓
Recognition on GMHC.org w/ link	✓	✓	✓	✓	✓
Social Media Recognition (June 2024)	4 posts	3 posts	2 posts	1 post	recognition
Logo on Video Loop During Ball	✓	✓	✓	✓	✓

\*For category sponsorship opportunities and benefits please reach out to us directly.



# Contact Us

With an event as unique as The Latex Ball, we believe sponsorships should be too. We encourage one-of-a-kind benefits and are pleased to work with you to create a custom partnership that highlights your brand's singular assets to our audience.

At any sponsorship level, we strive to send the message that your company is committed to the community and positive change.

To get started please contact:

**Kimberly John**

Coordinator,  
Corporate Sponsorships &  
Special Events  
[KimberlyJ@gmhc.org](mailto:KimberlyJ@gmhc.org)

**Armstrong Tingwane**

Vice President, Prevention Programs  
[ArmstrongT@gmhc.org](mailto:ArmstrongT@gmhc.org)

**Luna Ortiz**

Coordinator, Prevention Service  
[LunaO@gmhc.org](mailto:LunaO@gmhc.org)



***Please note:** Sponsorships derived from Donor Advised Funds must adhere to tax law requirements and cannot receive goods or services in exchange for their donation.*