

The Latex Ball

A CELEBRATION OF CULTURE, COMMUNITY, AND IMPACT

SATURDAY, AUGUST 22, 2026 6PM

TERMINAL 5 610 W 56 ST, NEW YORK, NY

GMHC

END AIDS. LIVE LIFE.

ABOUT GMHC

For more than four decades, GMHC has led the fight against HIV and AIDS. As the world's first HIV/AIDS service organization and one of the nation's most respected providers of prevention, care, and advocacy, GMHC offers a wide range of holistic services, including meal programs, legal aid, housing support, workforce development, and mental health care to thousands of individuals.

OUR MISSION

To end the AIDS epidemic and uplift the lives of all affected.

WHO WE SERVE

GMHC serves individuals throughout the five boroughs:

41% Manhattan

25% Brooklyn

19% Bronx;

15% Queens,

1% Staten Island.

The communities we serve are disproportionately affected by HIV and systemic inequities:

70%+ live below the Federal Poverty Line

30% are Black

33% are Latino

37%+ of our clients are over the age of fifty

62% are LGBTQ+

WHY PARTNER WITH GMHC?

Supporting GMHC demonstrates your company's commitment to:

Health equity and social responsibility

LGBTQ+ inclusion and visibility

Community empowerment and cultural leadership

Authentic engagement with diverse audiences

Your sponsorship directly fuels essential services while positioning your brand alongside one of the most trusted nonprofit organizations in New York City.



THE LATEX BALL

WHERE CULTURE, CREATIVITY AND COMMUNITY
TAKE CENTER STAGE

Since 1989, GMHC's Latex Ball has stood as the largest annual event celebrating the global House & Ball community.

Built around the "Triple E"—**Education, Entertainment, and Empowerment**—framework, the Ball advances HIV prevention, harm reduction, and positive sexual health awareness while celebrating artistry, individuality and self-expression.

THE EVENT FEATURES:

High-energy competitions

Voguing, dance, and fashion showcases

Celebrity appearances and live performances

Community activations and health resources

Thousands of attendees from across the country

Past attendees and supporters have included cultural icons such as: Janet Jackson, Tamar Braxton, Estelle, Kevin Aviance, Billy Porter, MJ Rodriguez, Dominique Jackson, and talent from the television series *Pose*.



AUDIENCE & REACH

ENGAGE A PASSIONATE, DIVERSE, AND INFLUENTIAL AUDIENCE

The Latex Ball attracts creative and professional leaders, influencers, artists, and changemakers from New York, the tristate area, and beyond.

AT THE EVENT

AUDIENCE SNAPSHOT

1,500+ expected attendees including professionals from corporate, non-profit, retail, fashion, entertainment, and media.

AUDIENCE DEMOGRAPHICS

Age Range: 21–50

LGBTQ+ community and allies

Diverse multicultural audience

Highly social engaged consumers

SOCIAL REACH & ENGAGEMENT

>70K

TOTAL SOCIAL REACH

(across GMHC, Latex Ball, and affiliated channels)

2025 LATEX BALL CONTENT METRICS

(Latex Ball Facebook page, May–July 2025)

438,013 Total Views

32,181 Total Engagements

7.7% Engagement Rate

122,142 Total Video Views

MARKETING REACH

60K newsletter subscribers



SPONSORSHIP BENEFITS

GMHC offers tailored sponsorship opportunities that align with your company's marketing, CSR, employee engagement, and community impact goals.

AT THE EVENT

	Pioneer \$75,000	Hall of Fame \$50,000	Icon \$20,000	Statement \$10,000	Star \$5,000
Branded VIP top floor					
30 Second video ad *specify where & when it's played*					
Video Message/Speaking opportunity during event					
Logo on satellite TV screens in-venue during Ball					
Logo on step and repeat					
Dedicated category (i.e Bizarre Category presented by [BRAND])					
Banner at the event (provided by sponsor)					
Logo on main stage video loop during Ball					
Onstage thank you					
Complimentary tickets to VIP lounge					

SOCIAL MEDIA

Instagram story takeover					
Social media recognition: Day of event					
Pre & post event					

MARKETING & VISIBILITY

Logo below event title with logo lock-up i.e. 2026 GMHC Latex Ball powered by [BRAND]					
Logo on ticketing platform					
Co-branded email blast to GMHC list					
Recognition in press release (distributed to high-profile media outlets)					
Recognition on GMHC.org with link					

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



WHAT THIS LOOKS LIKE:

AT THE EVENT



Branded VIP viewing area

Logo on satellite TV screens in-venue during Ball

Your logo on step and repeat

Prominent branded banners at the event



WHAT THIS LOOKS LIKE:

SOCIAL MEDIA

SPONSORSHIP OPPORTUNITIES

Brands can integrate into our Latex Ball editorial content across social—before, during, and after the event. This includes short-form video or carousel storytelling inspired by the culture, artistry, and community of the Ball, with opportunities to tailor content to an advertiser’s creative direction.

PRE AND POST EVENT

Short-Form Editorial Content:
Video or carousel storytelling with
Presented By: [Sponsor Logo]

DAY OF EVENT

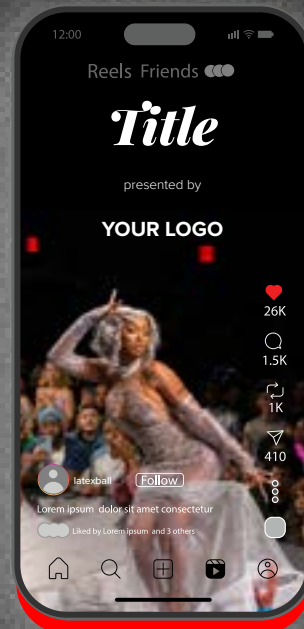
Premium Activations:
Larger branded moments, such as
live coverage and red carpet storytelling.

DISTRIBUTION CHANNELS

Content will run across our full social ecosystem, including

**Instagram, Facebook,
TikTok, and YouTube**

with formats optimized per platform to maximize visibility and performance.



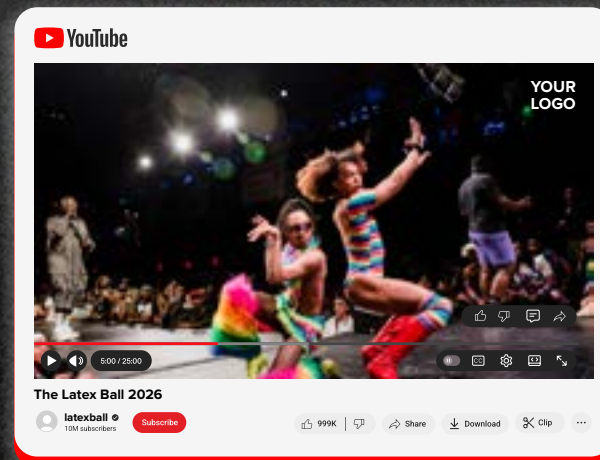
CATEGORY IS!

Short videos + carousels explaining iconic categories (Face, Runway, Vogue Fem, Bizarre).



ROOTS & ROYALTY

Short videos + carousels showcasing the legendary Houses, their history, and impact.



LIVESTREAM

Reach thousands, in New York City and beyond

WHAT THIS LOOKS LIKE:

MARKETING & VISIBILITY



Title sponsorship

Co-branded email blast

Recognition in press release

Recognition on GMHC.org

VALUE PROPOSITION

THE LATEX BALL OFFERS BRANDS AN OPPORTUNITY TO:

Connect authentically with LGBTQ+ consumers and allies

Reach influential tastemakers in fashion, entertainment, media, nightlife, and culture

Align with a **highly visible** and socially impactful event

Demonstrate **meaningful support for marginalized communities**

Create memorable on-site experiences that **drive engagement and brand affinity**

SPONSORS BENEFIT FROM:

Brand visibility before, during, and after the event

Access to a culturally connected and loyal audience

Opportunities for **experiential marketing and activation**

Social media amplification and **digital engagement**

Positive brand association with equity, inclusion, and public health leadership

The Latex Ball provides a unique platform for brands looking to **deepen authentic community engagement** while elevating corporate social impact initiatives.



LET'S CREATE IMPACT TOGETHER

BECOME A SPONSOR OF THE 2026 LATEX BALL

Partner with GMHC and join an unforgettable evening celebrating culture, creativity, and community while supporting life-changing programs and services.

Your sponsorship helps advance HIV prevention, advocacy, and care — while connecting your brand with one of New York City's most influential and celebrated events.

Contact us today to show your support and make magic happen!

CONTACT INFORMATION

Kim John

Corporate Sponsorship &
Special Events Coordinator

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929-761-3968

Sponsorship Deadline

Friday, August 1, 2026.

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



Thank you.

Thank you for your consideration and partnership.

Together, we can celebrate culture, empower communities,
and help end the HIV/AIDS epidemic.

We look forward to partnering with you at the 2026 Latex Ball.

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