

12TH ANNUAL

CRF CELEBRITY GALA

JOIN US FOR A CELEBRATION OF

LOVE

WED. NOV 17TH, 2021 6-11P

@

CAPITALE

130 BOWERY, NEW YORK, NY 10013

**SPONSORSHIP/
ADVERTISEMENT
OPPORTUNITIES**

CRISTIANRIVERAFUNDATION.ORG



CONCEPT:

The 12th Annual Cristian Rivera Foundation Celebrity Gala will be held on Wednesday, November 17, 2021, at Capitale in New York City.

The goal of the annual gala is to raise awareness and money through the sale of tickets and an aggressive marketing campaign in the Northeast. The Cristian Rivera Foundation is also celebrating 12 years of work and dedication in leading the medical community in its pursuit of a cure to D.I.P.G.

The 12th Annual gala will include a full dinner, passed hors d'oeuvres, open bar, entertainment, awards presentations and so much more. The event will also feature live and silent auctions offering valuable items and experiential events.

Proceeds raised from the 12th Annual Celebrity Gala will go toward the pioneering research and clinical trials of Dr. Mark Souweidane of Memorial Sloan Kettering Cancer Center and Weill Cornell Medical College, as well as the research being conducted at the Northwestern University lab of Dr. Oren Becher, in addition to creating awareness and financial support to families affected by DIPG.

The Cristian Rivera Foundation, a 501(c)(3) not-for-profit organization, was created to stimulate community awareness, drive support, and raise revenue to fund Diffuse Intrinsic Pontine Glioma (D.I.P.G) clinical trials. To date, the Cristian Rivera Foundation has donated over one million five hundred thousand dollars (\$1,500,000.00) to support this mission.

Iconic Event Promoter and Marketing Firm owner, John "Gungie" Rivera, created the Cristian Rivera Foundation in July 2009; Six months after his six-year-old son Cristian lost his two-year battle with the rare brain stem tumor.

D.I.P.G. generally affects children between the ages of 1 year and 9 years old, with the average lifespan of a child, after diagnosis, falling between 3 and 18 months. Only 200-300 cases are discovered in the United States each year. Currently, there is no cure for D.I.P.G. This rare disease is also the least funded form of cancer in the United States in terms of research and treatment.

Over the last 12 years, through tireless work and dedication from volunteers and generous supporters like you, the Cristian Rivera Foundation has become a beacon of hope and promise for families that are impacted by D.I.P.G. The medical community has also paid close attention, as our small foundation has become one of the country's biggest donors to D.I.P.G research. Our dedication, coupled with the work of Drs. Mark Souweidane and Oren Becher, have produced a handful of survivors of D.I.P.G. One of the participants of our clinical trial has been living with D.I.P.G for an unprecedented 8 years with no tumor growth. We are close, events like our annual gala are bringing our medical community to the doorstep of a cure.

As we press forward funding this important research, we rely on generous supporters like you to assist us in treating, and eventually curing, D.I.P.G.

Our 12th Annual Cristian Rivera Foundation Celebrity Gala is just another vehicle to bring us all together to accomplish one goal: Providing our children an opportunity to fulfill their dreams by curing D.I.P.G.



PLATINUM SPONSOR: \$20,000

Fourteen (14) Premium Tickets to the 12th Annual Cristian Rivera Foundation Celebrity Gala, which include:

- Open Bar & Full-Service Dinner. Ticket includes a seat at a table for dinner, the awards ceremony, and ongoing proceedings. Gift Bag upon leaving
- Prominent branding with your logo on step & repeat
- Corporate logo included in shared pre-gala publicity
- Sampling & promotional materials included in event gift bag
- Prominent branding with your logo in an extensive direct e-mail marketing program (12 emails distributed x 50,000 recipients)
- Prominent branding with your logo on 10,000 invitations
- Prominent branding with your logo on the Cristian Rivera Foundation's annual media kit
- Prominent branding with your logo on a slide show to be played during the event
- Sponsor inclusion before and after event on the Cristian Rivera Foundation Website and social media pages
- One full-page ad appearing in 1,000 printed programs

*All sponsorship opportunities are tax deductible.

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GOLD SPONSOR: \$15,000

Ten (10) Premium Tickets (1 Table) to the 12th Annual Cristian Rivera Foundation Celebrity Gala, which include:

- Open Bar & Full-Service Dinner. Ticket includes a seat at a table for dinner, the awards ceremony, and ongoing proceedings. Gift Bag upon leaving
- Prominent branding with your logo on step & repeat
- Corporate logo included in shared pre-gala publicity
- Sampling & promotional materials included in event gift bag
- Prominent branding with your logo in an extensive direct e-mail marketing program (12 emails distributed x 50,000 recipients)
- Prominent branding with your logo on 10,000 invitations
- Prominent branding with your logo on the Cristian Rivera Foundation's annual media kit
- Prominent branding with your logo on a slide show to be played during the event
- Sponsor inclusion before and after event on the Cristian Rivera Foundation Website and social media pages
- One half-page ad appearing in 1,000 printed programs

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SILVER SPONSOR: \$10,000

Six (6) Premium Tickets to the 12th Annual Cristian Rivera Foundation Celebrity Gala, which include:

- Open Bar & Full-Service Dinner. Ticket includes a seat at a table for dinner, the awards ceremony, and ongoing proceedings. Gift Bag upon leaving
- Sampling & promotional materials included in event gift bag
- Prominent branding with your logo in an extensive direct e-mail marketing program (12 emails distributed x 50,000 recipients)
- Prominent branding with your logo on the Cristian Rivera Foundation's annual media kit
- Prominent branding with your logo on a slide show to be played during the event
- Sponsor inclusion before and after event on the Cristian Rivera Foundation Website and social media pages

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BRONZE SPONSOR: \$5, 000

Two (2) Premium Tickets to the 12th Annual Cristian Rivera Foundation Celebrity Gala, which include:

- Open Bar & Full-Service Dinner. Ticket includes a seat at a table for dinner, the awards ceremony, and ongoing proceedings. Gift Bag upon leaving
- Sampling & promotional materials included in event gift bag
- Prominent branding with your logo on the Cristian Rivera Foundation's annual media kit
- Prominent branding with your logo on a slide show to be played during the event
- Sponsor inclusion before and after event on the Cristian Rivera Foundation Website and social media pages

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**IN-KIND SPONSOR: \$5,000
(DONATION OF BEVERAGES,
CERTIFICATES OR LUXURY ITEMS)**

Two (2) Tickets to the 12th Annual Cristian Rivera Foundation Celebrity Gala, which include:

- Prominent branding with your logo in an extensive direct e-mail marketing program (12 emails distributed x 50,000 recipients)
- Prominent branding with your logo on 10,000 invitations
- Prominent branding with your logo on the Cristian Rivera Foundation's annual media kit
- Prominent branding with your logo on a slide show to be played during the event
- In-Kind Sponsor inclusion before and after event on the Cristian Rivera Foundation Website and social media pages
- Sampling & promotional materials included in event gift bag

*All sponsorship opportunities are tax deductible.



Program Advertisements

Purchase an ad in the program for the 12th Annual Cristian Rivera Foundation Celebrity Gala to promote your company or product, or to show your support for the Cristian Rivera Foundation or a family affected by Pontine Glioma. Your full-color ad will appear in 1,000 printed programs on either a full or half page.

*You do not have to be an event sponsor to purchase an advertisement in the 12th Annual Cristian Rivera Foundation Celebrity Gala Program.

| | |
|---|---|
| <p>Full Page</p> <p>\$500</p> <p>5.75" (w) x 8.75" (h) (Bleed)</p> <p>5.50" (w) x 8.50" (h) (Trim Size)</p> | <p>Half Page</p> <p>\$250</p> <p>5.50" (w) x 4.375" (h)</p> |
|---|---|

*All sponsorship opportunities are tax deductible.



INSERTION ORDER

| Sponsorship Category | Cost | Yes |
|-------------------------------|-----------------------|-----|
| Platinum | \$20,000 | |
| Gold | \$15,000 | |
| Silver | \$10,000 | |
| Bronze | \$5,000 | |
| In-Kind | \$5,000 | |
| Full Table (10 Tickets) | \$5,000 | |
| One Half Table (5 Tickets) | \$2,500 | |
| Full-Page Ad | \$500 | |
| Half-Page Ad | \$250 | |
| Gala Admission | \$500 (Per Ticket) | |

The Cristian Rivera Foundation Creative Director can design your Ad at NO CHARGE.

Date of Order: _____ Tel: _____ Fax: _____

Phone Number: _____

E-mail: _____

Company Name: _____

Address: _____

City & State: _____ Zip Code: _____

Representative Name/Title (Print): _____

Representative Signature: _____

***Payment Policy: Due immediately upon execution of insertion order**

***Deadline for Sponsorship and Ad Sales must be in before Thursday, November 4th, 2021, at 5pm.**



CristianRiveraFoundation.org

Cristian Rivera Foundation: 1452 River Road, Edgewater, NJ 07020

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DONATIONS

If you do not sponsor, you can still help our cause by making a tax-deductible donation to the Cristian Rivera Foundation. When doing so, please select one of the following options:

| Donation Amount | YES |
|------------------------|-----|
| \$10,000 | |
| \$5,000 | |
| \$2,500 | |
| \$1,000 | |
| \$500 | |
| \$250 | |
| Other (Please Specify) | |

To make the donation, please visit our website, cristianriverafoundation.org/donation/

You can also send a check to:
Cristian Rivera Foundation
1452 River Road
Edgewater, NJ 07020

Thank you for donating to The Cristian Rivera Foundation. All donations are tax-deductible.



CristianRiveraFoundation.org

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