

**15<sup>TH</sup> Annual**  
**CRISTIAN RIVERA FOUNDATION**  
*Celebrity Gala*

**TUES NOVEMBER 12TH, 2024 · 6-11PM**



**CIPRIANI**

55 WALL ST, NYC

**SPONSORSHIP/  
ADVERTISEMENTS  
OPPORTUNITIES**

**CRISTIANRIVERAFUNDATION.ORG**



## ABOUT CRF AND OUR GALA:

The 15th Annual Cristian Rivera Foundation Celebrity Gala will be held on Tuesday, November 12th, 2024, at NYC's #1 rated event space, Cipriani Wall Street in NYC. The goal of the annual gala is to raise awareness and funds for D.I.P.G. research and family support.

The 15th Annual Celebrity Gala will include a full dinner, passed hors d'oeuvres, an open bar, entertainment, awards presentations, celebrity guests, and so much more. The event will also feature one of a kind live and silent auctions offering valuable items and experiences.

Proceeds raised from the 15th 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 Mount Sinai Kravis Children's Hospital lab of Dr. Oren Becher, in addition to creating awareness and giving direct financial support to families affected by D.I.P.G.

CRF, a 501(c)(3) not-for-profit organization, was created to stimulate community awareness, drive support, and raise revenue to fund D.I.P.G. clinical trials. To date, CRF has donated over three million dollars (\$3,000,000.00) to support this mission.

Music and business empresario 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. From the late 80s to the early 2000s, prior to his son's death, he was a dominant concert promoter and nightclub owner in NYC, and he owned a record company under the umbrella of Sony. He is now the CEO of the Rivera Marketing and Media Group.

D.I.P.G. generally affects children between the ages of 1 year and 12 years old. The average lifespan of a child, after diagnosis, falls between 3 and 18 months. Approximately 200 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 15 years, through tireless work and dedication from volunteers and generous supporters, CRF has become a beacon of hope and promise for families that are impacted by D.I.P.G., and one of the country's largest donors to D.I.P.G. research. CRF's dedication, coupled with the work of Dr. Mark Souweidane and Dr. Oren Becher, have produced a handful of survivors of D.I.P.G. One of the participants of CRF's partnership clinical trial, Lisha Ayala, has been living with D.I.P.G for an unprecedented 11 years with no tumor growth.

CRF has been awarded a Platinum Seal on GuideStar.org for 7 years and has received the Top-Rated Great Nonprofits Award from Great Nonprofits 7 years in a row, both prestigious awards from two of the most respected organizations in the nonprofits field.

The 15th Annual Cristian Rivera Foundation Celebrity Gala will bring us all together to accomplish one goal: Providing our children an opportunity to fulfill their dreams by curing D.I.P.G.





## **PRESENTING SPONSOR: \$50,000**

- **TWO** Premium Tables (20 Seats) in the **1st Row** during the Full-Service Dinner, The Awards Ceremony, and ongoing Proceedings
- **Your Corporate Logo as Presenting Sponsor on the Auction Paddles (See Below)**
- Your logo **MOST prominently** placed on the step & repeat on the red carpet
- **FULL-PAGE AD ON THE BACK COVER** appearing in 1,000 printed programs
- Sampling & promotional materials included in event gift bag
- “Presented By” with your logo included in shared pre-gala publicity
- “Presented By” with your logo on 5,000 invitations mailed
- “Presented By” with your logo in an extensive direct e-mail marketing program (12 emails distributed x 50,000 recipients)
- “Presented By” with your logo on the Cristian Rivera Foundation’s annual media kit
- “Presented By” with your logo on a slide show to be played during the event
- “Presented By” with your logo inclusion before and after the event on the Cristian Rivera Foundation Website and Social Media Pages



*\*All sponsorship opportunities are tax deductible.*



## **PLATINUM SPONSOR: \$25,000**

- One Premium Table (10 Seats) in the 2nd Row during the Full-Service Dinner, The Awards Ceremony, and ongoing Proceedings
- Your logo prominently placed on the step & repeat on the red carpet
- One Full-Page Ad appearing in 1,000 printed programs
- Sampling & promotional materials included in event gift bag
- Platinum Sponsor listing of your logo included in shared pre-gala publicity
- Platinum Sponsor listing of your logo on 5,000 invitations mailed
- Platinum Sponsor listing of your logo in an extensive direct e-mail marketing program (12 emails distributed x 50,000 recipients)
- Platinum Sponsor listing of your logo on the Cristian Rivera Foundation's annual media kit
- Platinum Sponsor listing of your logo on a slide show to be played during the event
- Platinum Sponsor with your logo inclusion before and after the event on the Cristian Rivera Foundation Website and Social Media Pages

*\*All sponsorship opportunities are tax deductible.*

# 15<sup>TH</sup> Annual *Celebrity Gala*

CRISTIAN RIVERA FOUNDATION



## **GOLD SPONSOR: \$20,000**

- One Table (10 Seats) in the 3rd Row during the Full-Service Dinner, The Awards Ceremony, and ongoing Proceedings
- Your logo placed on the step & repeat on the red carpet
- 1/2 Page Ad appearing in 1,000 printed programs
- Sampling & promotional materials included in event gift bag
- Gold Sponsor listing of your logo included in shared pre-gala publicity
- Gold Sponsor listing of your logo on 5,000 invitations mailed
- Gold Sponsor listing of your logo in an extensive direct e-mail marketing program (12 emails distributed x 50,000 recipients)
- Gold Sponsor listing of your logo on the Cristian Rivera Foundation's annual media kit
- Gold Sponsor listing of your logo on a slide show to be played during the event
- Gold Sponsor listing of your logo inclusion before and after the event on the Cristian Rivera Foundation Website and Social Media Pages

*\*All sponsorship opportunities are tax deductible.*



## **SILVER SPONSOR: \$15,000**

- Six (6) seats in the 4th row during the Full-Service Dinner, the Awards Ceremony, and ongoing Proceedings
- Sampling & promotional materials included in event gift bag
- Silver Sponsor listing of your logo included in shared pre-gala publicity
- Silver Sponsor listing of your logo on 5,000 invitations mailed
- Silver Sponsor listing of your logo in an extensive direct e-mail marketing program (12 emails distributed x 50,000 recipients)
- Silver Sponsor listing of your logo on the Cristian Rivera Foundation's annual media kit
- Silver Sponsor listing of your logo on a slide show to be played during the event
- Silver Sponsor listing of your logo inclusion before and after the event on the Cristian Rivera Foundation Website and Social Media Pages

*\*All sponsorship opportunities are tax deductible.*



## **BRONZE SPONSOR: \$10,000**

- Two (2) seats in the 5th row during the Full-Service Dinner, the Awards Ceremony, and ongoing Proceedings
- Bronze Sponsor listing of your logo included in shared pre-gala publicity
- Bronze Sponsor listing of your logo on 5,000 invitations mailed
- Bronze Sponsor listing of your logo in an extensive direct e-mail marketing program (12 emails distributed x 50,000 recipients)
- Bronze Sponsor listing of your logo on the Cristian Rivera Foundation's annual media kit
- Bronze Sponsor listing of your logo on a slide show to be played during the event
- Bronze Sponsor listing of your logo inclusion before and after the event on the Cristian Rivera Foundation Website and Social Media Pages

*\*All sponsorship opportunities are tax deductible.*



**IN-KIND SPONSOR: \$10,000**  
**(DONATIONS OF LUXURY ITEMS OR CERTIFICATES)**

- Two (2) seats in the 5th row during the Full-Service Dinner, the Awards Ceremony, and ongoing Proceedings
- Sampling & promotional materials included in event gift bag
- In Kind Sponsor listing of your logo on the Cristian Rivera Foundation's annual media kit
- In Kind Sponsor listing of your logo on a slide show to be played during the event
- In-Kind Sponsor listing of your logon inclusion before and after the event on the Cristian Rivera Foundation Website and Social Media Pages

*\*All sponsorship opportunities are tax deductible.*





## Program Advertisements

Purchase an ad in the program for the 15th 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, half or quarter page. The Inside Back Cover is also available. Call or email for more information.

If you do not have someone to create an ad, our creative director will create compelling visuals and wording for you or your company, with your guidance, and at no additional cost.

Call us at (551) 313-0163 or email us at [info@cristianriverafoundation.org](mailto:info@cristianriverafoundation.org) if you have questions about getting an ad placed. We will help you make it happen.

*\*You do not have to be an event sponsor to purchase an advertisement in the 15th Annual Cristian Rivera Foundation Celebrity Gala Program.*

*\*Ads must be in by Friday November 1st, 2024 by 5pm.*

Full Page	Half Page	Quarter Page
<b>\$750</b>	<b>\$500</b>	<b>\$250</b>
5.75" (w) x 8.75" (h) (Bleed)	5.75" (w) x 4.4" (h) (Bleed Size)	2.875" (w) x 4.4" (h) (Bleed Size)
5.50" (w) x 8.50" (h) (Trim Size)	5.50" (w) x 4.375" (h) (Trim Size)	2.75" (w) x 4.375" (h) (Trim Size)

*\*All Ads are tax deductible.*



## INSERTION ORDER

Category	Cost	Yes
Presenting Sponsor	\$50,000	
Platinum Sponsor	\$25,000	
Gold Sponsor	\$20,000	
Silver Sponsor	\$15,000	
Bronze Sponsor	\$10,000	
In-Kind Sponsor	\$10,000 (Luxury Items or Certificates)	
Purchase a Table(s) (10 Seats)	\$12,500 Per Table	
Purchase a Seat(s)	\$1,250 Per Seat	
Full-Page Ad	\$750	
Half-Page Ad	\$500	
Quarter-Page Ad	\$250	

To purchase seat/s or a table [cristianriverafoundation.org/15thannualcrfgala/](http://cristianriverafoundation.org/15thannualcrfgala/)

To purchase an ad [cristianriverafoundation.org/15thannualcrfgala/ads/](http://cristianriverafoundation.org/15thannualcrfgala/ads/)

To sponsor Gala [cristianriverafoundation.org/15thannualcrfgala/sponsorship](http://cristianriverafoundation.org/15thannualcrfgala/sponsorship)

All Seat/s, Ads, and Sponsorship Sales are Final. **NO REFUNDS.**

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

Date of Order: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone Number: \_\_\_\_\_

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 must be in before Fri, November 1st, 2024, at 5pm.**

Payments Can Also Be Made To:

Cristian Rivera Foundation

1452 River Road

Edgewater, NJ 07020





## 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)	

Mail insert order along with your payment or donation to:  
 Cristian Rivera Foundation  
 1452 River Road  
 Edgewater, NJ 07020

To make a tax-deductible donation online  
[cristianriverafoundation.org/donate/](http://cristianriverafoundation.org/donate/)



**CristianRiveraFoundation.org**  
 Cristian Rivera Foundation: 1452 River Road, Edgewater, NJ 07020

# 15<sup>TH</sup> Annual *Celebrity Gala*

CRISTIAN RIVERA FOUNDATION

TAKE A MOMENT TO VIEW THE TWO SHORT VIDEOS

## CRF WORK/MISSION



## LAST YEAR'S CELEBRITY GALA

