

SPONSORSHIP/ADVERTISEMENTS OPPORTUNITIES

16TH ANNUAL

CRISTIAN RIVERA FOUNDATION CELEBRITY GALA

WED NOV 12TH, 2025 • 6:30-11:30PM

 **CIPRIANI** 55 WALL ST, NYC

RED CARPET & COCKTAIL HOUR 6:30-8:00P | DINNER 8:30P | BLACK TIE ATTIRE
THE EVENINGS HOSTS



Kenan Thompson
CRF Board Member, Actor



Darlene Rodriguez
CRF Board Member,
Anchor of NBC's
Today in New York



Luis Guzman
CRF Board Member, Actor



Malik Yoba
CRF Board Member, Actor,
Filmmaker, Entrepreneur

THE EVENINGS HONOREES



Oswaldo Cabrera
MLB Player
CRF Heroes Award



Edgar Berlanga
CRF Board Member &
Professional Boxer
CRF Service & Dedication Award



John Boockvar
Vice chair & Director of the
Brain Tumor Center at Lenox Hill Hospital
CRF Vision of Hope Award



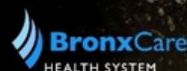
Brandon, Kyle, Casey & Ryan Lutnick
Cantor Fitzgerald Relief Fund
CRF Corporate Philanthropic Leadership Award



Emiliano Bermejo
D.I.P.G. Warrior
CRF Warrior Award

To Purchase Seating cristianriverafoundation.org

SPONSORS



ABOUT CRF AND OUR GALA:

The 16th Annual Cristian Rivera Foundation Celebrity Gala will be held on Wednesday, November 12th, 2025, at NYC's #1 rated event space, Cipriani 55 Wall Street in NYC. The goal of the annual gala is to raise awareness for D.I.P.G., a rare form of childhood brain cancer, as well as fund research and family support.

The 16th Annual Celebrity Gala will include a full dinner, passed hors d'oeuvres, a premium 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 16th 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 impresario 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, before 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 16 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. CRF has also grown into 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 12 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 8 years in a row, both prestigious awards from two of the most respected organizations in the nonprofit field.

The 16th 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
- **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 INNER BACK COVER** appearing in up to 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 (10 emails distributed x 20,000 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



Purchase sponsorship [here](#)

**All sponsorship opportunities are tax-deductible.*



PLATINUM SPONSOR: \$25,000

- One Premium Table (10 Seats) in the 2nd row
- Your logo prominently placed on the step & repeat on the red carpet
- One Full-Page Ad appearing in up to 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 (10 emails distributed x 20,000 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

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GOLD SPONSOR: \$20,000

- One Table (10 Seats) in the 3rd row
- Your logo placed on the step & repeat on the red carpet
- 1/2 Page Ad appearing in up to 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 (10 emails distributed x 20,000 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

Purchase sponsorship [here](#)

**All sponsorship opportunities are tax-deductible.*



SILVER SPONSOR: \$15,000

- Six (6) seats in the 4th row
- 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 (10 emails distributed x 20,000 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

Purchase sponsorship [here](#)

**All sponsorship opportunities are tax-deductible.*



BRONZE SPONSOR: \$10,000

- Two (2) seats in the 4th row
- 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 (10 emails distributed x 20,000 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

Purchase sponsorship [here](#)

**All sponsorship opportunities are tax-deductible.*



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

- Two (2) seats
- 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 logo inclusion before and after the event on the Cristian Rivera Foundation Website and Social Media Pages

For more info on in kind sponsorship email us at info@cristianriverafoundation.org

Program Advertisements

Purchase an ad in the program for the 16th 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 Diffuse Intrinsic Pontine Glioma (D.I.P.G.). Your full-color ad will appear in up to 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.

Full Page \$750 5.75" (w) x 8.75" (h) (Bleed) 5.50" (w) x 8.50" (h) (Trim Size)	Half Page \$500 5.75" (w) x 4.4" (h) (Bleed Size) 5.50" (w) x 4.375" (h) (Trim Size)	Quarter Page \$250 2.875" (w) x 4.4" (h) (Bleed Size) 2.75" (w) x 4.375" (h) (Trim Size)
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CRF's creative director will design a visual for you at no additional cost if requested (see the examples attached to this email).

For info call 551- 313-0163 or info@cristianriverafoundation.org.

*Ads must be in by Friday October 31st, 2025 by 5pm.

* All Ads are tax-deductible

To purchase seating online [here](#) To purchase an ad online [here](#)
To sponsor Gala online [here](#) To Donate online [here](#)

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	

All Seating, Ads, and Sponsorship Sales are Final. **No Refunds.**

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, October 31st, 2025, at 5pm.**

Payments Can Also Be Made To: CRF 1452 River Road Edgewater, NJ 07020



DONATIONS

If you do not sponsor the gala, purchase an ad or seats, 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:
CRF 1452 River Road Edgewater, NJ 07020

To make a tax-deductible donation online [here](#)

The Cristian Rivera Foundation is a 501(c)(3) Tax ID #: 90-0499789



CristianRiveraFoundation.org

TAKE A MOMENT TO VIEW THE TWO SHORT VIDEOS

CRF WORK/MISSION



LAST YEAR'S CELEBRITY GALA

