SPONSORSHIP/ADVERTISEMENT OPPORTUNITIES

17TH ANNUAL Cristian Rivera Foundation CELEBRITY GALA

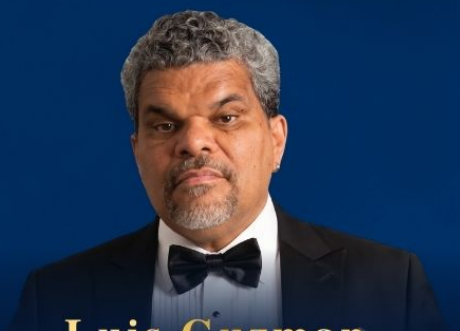
TUESDAY, NOVEMBER 10, 2026, 6:00-11:00PM

CIPRIANI: 55 Wall St, NYC

RED CARPET & COCKTAIL HOUR 6:00 - 7:30 PM | DINNER 8:00 PM | BLACK TIE ATTIRE

HOSTS

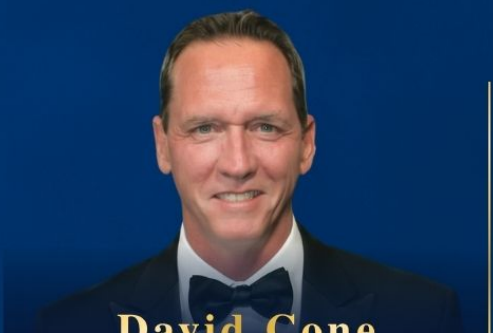
Kenan Thompson
Board Member, Actor



Luis Guzman
Board Member, Actor

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

HONOREES



David Cone
Retired MLB Player/
NY Yankees Commentator
Heroes Award

Dr. David Langer
Chair of Neurosurgery
at Lenox Hill Hospital
Vision of Hope Award

Daniel O'Toole, ESQ.
Partner at
Block O'Toole & Murphy
Philanthropic Leadership Award

Col. Marisol Chalas
CRF Board Member
Service & Dedication Award

Lisha Ayala
D.I.P.G. Warrior
Warrior Award

OUR WONDERFUL SPONSORS

Platinum | Gold

RMM GROUP · GOYA 90 · MAESTRO CARES FOUNDATION CHANGING LIVES, BUILDING DREAMS · PBJ PATRICK B. JENKINS & ASSOCIATES · Block O'Toole & Murphy LLP · AVYXA · Fotini Allten Kokeri

Bronze | In-Kind

BronxCare HEALTH SYSTEM · Jazz Pharmaceuticals · hotel planner

VISIT CRISTIANRIVERAFOUNDATION.ORG FOR INFORMATION

ABOUT CRF AND OUR GALA

The 17th Annual Cristian Rivera Foundation Celebrity Gala will be held on Tuesday, November 10th, 2026, 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.

Flashing cameras, press moments, and exclusive interviews capture the energy before the celebration even begins. The 17th Annual Celebrity Gala will include an electrifying red carpet with 50+ photographers, where guests step into the spotlight to share their stories and style as photographers line the carpet and media outlets document the moment. It's more than an entrance — it's where glamour meets purpose and an impact. The celebration continues with a refined, full dinner, passed hors d'oeuvres, a premium open bar, unique 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 17th 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 four million dollars ($4,000,000.00) 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 mid 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 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 17+ 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, has 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 13 years with no tumor growth.

CRF has been awarded a Platinum Seal on GuideStar.org for 8 years and has received the Top-Rated Great Nonprofits Award from Great Nonprofits 9 years in a row, both prestigious awards from two of the most respected organizations in the nonprofit field.

The 17th 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.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: $50,000

- One Premium Table (10 Seats) in the 1st or 2nd row
- **Your Logo as Presenting Sponsor on the Auction Paddles (See Below)**
- Your logo **MOST Prominently** placed on the red carpet's step & repeat
- **FULL-PAGE AD ON THE INNER BACK COVER** appearing in up to 750 printed programs
- Sampling & promotional materials of approved item 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 email 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: $30,000

- One Premium Table (10 Seats) in the 2nd row
- Your logo prominently placed on the red carpet's step & repeat
- One Full-Page Ad appearing in up to 750 printed programs
- Sampling & promotional materials of approved item 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 email 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

GOLD SPONSOR: $25,000

- One Table (10 Seats) in the 3rd row
- Your logo placed on the red carpet's step & repeat
- ½ Page Ad appearing in up to 750 printed programs
- Sampling & promotional materials of approved item 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 email 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: $20,000

- Six (6) seats in the 4th row
- Sampling & promotional materials of approved item 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 email 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

BRONZE SPONSOR: $15,000

- 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 email 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: $15,000
(DONATIONS OF LUXURY ITEMS OR CERTIFICATES)

- Two (2) seats
- Sampling & promotional materials of approved item 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

*All sponsorship opportunities are tax-deductible.

PROGRAM ADVERTISEMENTS

Purchase an ad in the program for the 17th 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 750 printed programs on either a full, half or quarter page. The Inside Back Cover is also available. Call or email for more information.

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 30th, 2026 by 5pm. All Ads are tax-deductible.

Purchase seating online here Purchase an ad online here

Sponsor Gala online here Donate online here

INSERTION ORDER

Category	Cost	Yes
Presenting Sponsor	$50,000	☐
Platinum Sponsor	$30,000	☐
Gold Sponsor	$25,000	☐
Silver Sponsor	$20,000	☐
Bronze Sponsor	$15,000	☐
In-Kind Sponsor	$15,000 (Luxury Items or Certificates)	☐
Purchase a Table(s) (10 Seats)	$15,000 Per Table	☐
Purchase a Seat(s)	$1,500 Per Seat	☐
Full-Page Ad	$1,000	☐
Half-Page Ad	$750	☐
Quarter-Page Ad	$500	☐

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 30th, 2026, 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

Make a tax-deductible donation online here

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

TAKE A MOMENT TO VIEW THE TWO SHORT VIDEOS:

CRF WORK/MISSION

15TH ANNUAL CELEBRITY GALA