

NINTH ANNUAL
CRISTIAN RIVERA FOUNDATION

Celebrity Gala

WEDNESDAY, NOVEMBER 15, 2017

6PM - 11PM

CAPITALE

130 Bowery, New York, NY 10013

SPONSORSHIP
OPPORTUNITIES

Celebrate the life of Cristian Rivera.
Join us on this special day and be a
part of finding the cure for DIPG.

cristianriverafoundation.org

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CONCEPT:

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 the Diffuse Intrinsic Pontine Glioma (D.I.P.G) clinical trials at Weill-Cornell Medical Center. The revolutionary trials are being led by the worlds top Pediatric Neurological Surgeon, Dr. Mark Souweidane and his dedicated team. Iconic Event Promoter and Public Relations 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 three and 18 months. Only 200-300 cases are discovered in the United States each year and there is currently no cure. D.I.P.G. is also the least funded form of Cancer in the United States in terms of research and treatment.

The Ninth Annual Cristian Rivera Foundation Celebrity Gala will be held on Wednesday November 15, 2017 at Capitale. This fundraiser’s goal is to raise money through the sale of tickets that will include a fully-catered dinner, passed hors d’oeuvres, open bar, entertainment, awards presentations and more. The event will also feature live and silent auctions offering valuable items and experiences, such as a dinner catered by Celebrity Chef Alex Garcia. Proceeds raised from the Ninth Annual Gala will go toward the pioneering research of Dr. Mark Souweidane of Memorial Sloan Kettering Cancer Center and Weill Cornell Medical College, whose groundbreaking clinical trial officially began in 2012. To date, the Cristian Rivera Foundation has raised more than eight hundred and fifty thousand dollars (\$850,000.00) in support of Dr. Souweidane’s unprecedented research, the research being conducted at the Northwestern University lab of Dr. Oren Becher and support to children and families.

In past years, the event has drawn support from well-known figures such as former Bronx Borough Presidents Fernando Ferrer and Adolfo Carrión, Jr, Bronx Borough President Ruben Diaz Jr, actor Luis Guzman, actress and founder of the Puerto Rican Traveling Theatre Miriam Colon, Kenan Thompson of the TV show Saturday Night Live, Co-Anchor of NBC’s “Today in New York” Darlene Rodriguez, Dina Manzo and actress Jacqueline Laurita of The Real Housewives of New Jersey, Luis Ortiz Star of Bravo’s hit reality Tv Show “Million Dollar Listing of New York”, “Little Miss Sunshine” Star Abigail Breslin, E-News’ AJ Calloway, New York Jets Geno Smith, actor Renoly Santiago, actor/director/entrepreneur Malik Yoba, and New York Knicks All-Stars Anthony Mason and John Starks, among others.

As we enter the second phase of the clinical trial, we rely on generous supporters like you to assist us in treating, and eventually curing, D.I.P.G. Our Ninth Annual Cristian Rivera Foundation Celebrity Gala is just another vehicle to bring us all together to accomplish one goal - Giving our children an opportunity to fulfill their dreams by curing D.I.P.G.

Deadline for Sponsorship and Ad Sales must be in before Mon, Oct 30th, 2017.

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PLATINUM SPONSOR: \$10,000

10 Tickets (One Table) to the Ninth 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. Swag Bag upon leaving (Gift Certificates & Luxury Items)
- Corporate logo included in shared pre-gala publicity
- Sampling & promotional materials included in event gift bag
- Prominent branding with your logo on step & repeat
- 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: \$7, 500

6 Tickets to the Ninth Annual Cristian Rivera Foundation Celebrity Gala, which include:

- Open Bar & Full-Service Dinner. Ticket includes a seat on the Main Floor with Table Service for our Dinner Hour. Swag Bag upon leaving (Gift Certificates & Luxury Items)
- Corporate logo included in shared pre-gala publicity
- Sampling & promotional materials included in event gift bag
- Prominent branding with your logo on step & repeat
- 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: \$5,000

4 Tickets to the Ninth Annual Cristian Rivera Foundation Celebrity Gala, which include:

- Open Bar & Full-Service Dinner. Ticket includes a seat on the Main Floor with Table Service for our Dinner Hour. Swag Bag upon leaving (Gift Certificates & Luxury Items)
- 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: \$2, 500

2 Tickets to the Ninth Annual Cristian Rivera Foundation Celebrity Gala, which include:

- Open Bar & Full-Service Dinner. Ticket includes a seat on the Main Floor with Table Service for our Dinner Hour. Swag Bag upon leaving (Gift Certificates & Luxury Items)
- 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
**(DONATION OF FOOD, BEVERAGES,
CERTIFICATES OR LUXURY ITEMS)**

- Prominent branding with your logo on step & repeat (For \$5,000 In-Kind Donations)
- 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
- Sampling & promotional materials included in event gift bag

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\$5,000 In-Kind Donation – 4 Tickets:

Ticket includes a seat on the Main Floor with Table Service for our Dinner Hour. Swag Bag upon leaving (Gift Certificates & Luxury Items)

\$2,500 In-Kind Donation – 2 Tickets:

Ticket includes a seat on the Main Floor with Table Service for our Dinner Hour. Swag Bag upon leaving (Gift Certificates & Luxury Items)

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Program Advertisements

Purchase an ad in the program for the Ninth 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 Ninth Annual Cristian Rivera Foundation Celebrity Gala Program.

<p>Full Page</p> <p>\$500</p> <p>5.25" (w) x 8.25" (h) (Bleed)</p> <p>5.125" (w) x 8" (h) (Trim Size)</p>	<p>Half Page</p> <p>\$250</p> <p>5.125" (w) x 4" (h)</p>
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INSERTION ORDER

Sponsorship Category	Cost	Yes
Platinum	\$10,000	
Gold	\$7,500	
Silver	\$5,000	
Bronze	\$2,500	
In-Kind		
Full-Page Ad	\$500	
Half-Page Ad	\$250	

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 Monday, October 30th, 2017.**



CristianRiveraFoundation.org

Cristian Rivera Foundation: P.O. Box 656 Edgewater, NJ 07020

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DONATIONS

If you are unable to attend our gala or do not want to 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
\$2,500	
\$1,000	
\$500	
\$250	
Other (Please Specify)	

To make the donation, please visit our website, cristianriverafoundation.org and click the donation tab.

You can also send a check to:
Cristian Rivera Foundation
P.O Box 656
Edgewater, NJ 07020

Thank you for donating to The Cristian Rivera Foundation. Every dollar donated goes directly to the doctors that are working tirelessly to put an end to this horrific disease. All donations are tax-deductible.



CristianRiveraFoundation.org

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