



11<sup>th</sup>  
ANNUAL  
CRISTIAN RIVERA FOUNDATION  
CELEBRITY GALA

Wednesday, November 13, 2019

6pm - 11pm

CAPITALE

130 BOWERY, NEW YORK, NY 10013

SPONSORSHIP/  
ADVERTISEMENT  
OPPORTUNITIES

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

[CRISTIANRIVERAFFOUNDATION.ORG](http://CRISTIANRIVERAFFOUNDATION.ORG)



## **CONCEPT:**

The 11th Annual Cristian Rivera Foundation Celebrity Gala will be held on Wednesday, November 13, 2019 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 11 years of work and dedication in leading the medical community in its pursuit of a cure to D.I.P.G.

The 11th 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 11th Annual 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.

The innovative clinical trial officially began in 2012, and to date the Cristian Rivera Foundation has donated over one million two hundred thousand dollars (\$1,200,000.00) to support Dr. Souweidane's unprecedented research, and 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 the Diffuse Intrinsic Pontine Glioma (D.I.P.G) clinical trials at Weill-Cornell Medical Center. Dr. Souweidane's work has garnered global attention in the pediatric brain tumor community.

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 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 11 years, through tireless work and dedication from the 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 the one of the country's biggest donors to D.I.P.G research. Our dedication, coupled with the work of Dr. Mark Souweidane and Oren Becher, has produced two survivors of D.I.P.G. Two participants of the clinical trials have been living with D.I.P.G for an unprecedented 5 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 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 11th 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**

Two Premium Tables (20 Tickets) to the 11th 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.



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

(14) Tickets to the 11th 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

\*All sponsorship opportunities are tax deductible.



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

One Premium Table (10) Tickets to the 11th 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

\*All sponsorship opportunities are tax deductible.





## **BRONZE SPONSOR: \$5, 000**

(4) Tickets to the 11th 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

\*All sponsorship opportunities are tax deductible.



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

(4) Tickets to the 11th 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
- 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.



**IN-KIND SPONSOR: \$2,500**  
**(DONATION OF FOOD, BEVERAGES,**  
**CERTIFICATES OR LUXURY ITEMS)**

(2) Tickets to the 11th 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
- 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 11th 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 11th Annual Cristian Rivera Foundation Celebrity Gala Program.

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

\*All sponsorship opportunities are tax deductible.



## **INSERTION ORDER**

<b>Sponsorship Category</b>	<b>Cost</b>	<b>Yes</b>
<b>Platinum</b>	<b>\$20,000</b>	
<b>Gold</b>	<b>\$15,000</b>	
<b>Silver</b>	<b>\$10,000</b>	
<b>Bronze</b>	<b>\$5,000</b>	
<b>In-Kind</b>	<b>\$5,000</b>	
<b>In-Kind</b>	<b>\$2,500</b>	
<b>Full-Page Ad</b>	<b>\$500</b>	
<b>Half-Page Ad</b>	<b>\$250</b>	
<b>Gala Admission</b>	<b>\$400 (Per Ticket)</b>	

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, November 4th, 2019 at 5pm.**



**CristianRiveraFoundation.org**

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



## 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
\$10,000	
\$5,000	
\$2,500	
\$1,000	
\$500	
\$250	
Other (Please Specify)	

To make the donation, please visit our website, [cristianriverafoundation.org](http://cristianriverafoundation.org) and click the donation tab.

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