



# amfAR

MAKING AIDS HISTORY

## 2022 Event Sponsorships



# Our Mission

amfAR's mission is to end the global AIDS epidemic through innovative research.

amfAR, The Foundation for AIDS Research, is one of the world's leading nonprofit organizations dedicated to the support of AIDS research, HIV prevention, treatment education, and advocacy.

Since 1985, amfAR has invested nearly **$600 million** in its programs and has awarded more than **3,500 grants** to research teams worldwide.

The funds we raise enable the foundation to advance innovative research programs for **HIV/AIDS** and **COVID-19**.




JESSICA CHASTIAN & WILL SMITH

# HIV/AIDS: Why We Need A Cure



About **38 million people** worldwide are living with HIV, including 1.7 million under the age of 15.

In 2020, 680,000 people died due to AIDS-related illnesses.




Every day, about **4,600 people contract** HIV - more than 200 every hour.



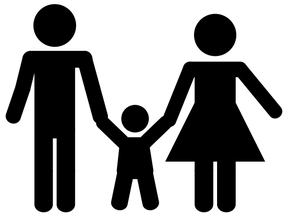
One quarter of all people living with HIV don't have access to lifesaving treatment.

About **1 in 6 people** do not know that they are infected.



In 2019, Black Americans accounted for 14% of the U.S. population, but **42% of new HIV diagnoses**.

Black Americans have the highest rates of undiagnosed infections – at the end of 2018, 1 in 7 did not know they had the virus.



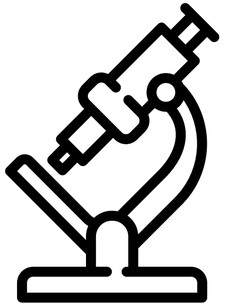
Latinos account for almost **30% of new HIV diagnoses** in the U.S.

In 2018, the rate of HIV infection for Latino males was 4 times the rate of white males.

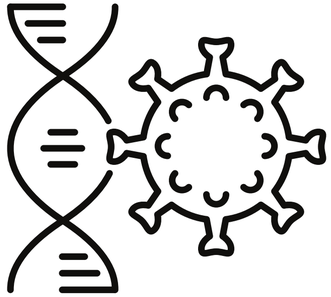
# amfAR: Leading The Way

**$50M**

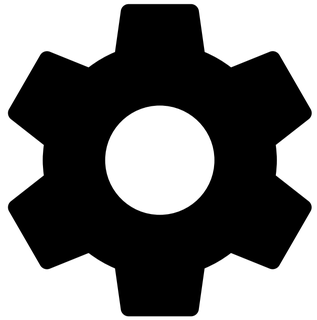
In just the last **five years**, amfAR has awarded cure-focused grants totaling more than **$50 million** to support research conducted by **300 scientists** working at close to 100 institutions in **16 countries**.



The amfAR Institute for HIV Cure Research at UCSF has **launched a complex clinical trial** that aims to ‘train’ the body to control the virus without the need for anti-HIV treatment.



amfAR is also a **leader in cell and gene therapy** approaches to a cure and has embarked on an ambitious study that aims to deliver the gene therapy tools directly into the body through injection.



We have brought in **experts from outside** the field of HIV cure research, such as bioengineers, and have applied **new tools and technologies** to cure research, including nanotechnology and protein “fingerprinting.”

**2nd**
**largest**

In 2018 amfAR was the **second largest funder of HIV cure research in the world** after the U.S. National Institutes of Health, and the largest among philanthropic organizations.

# amfAR Galas: A Golden Opportunity

amfAR's fundraising events, known for being some of the most **celebrated and successful** charitable events in the world, take place in **Palm Beach, Cannes, Venice,** and **Los Angeles.** Sponsorship opportunities are available for each event where brands receive global recognition among high net worth individuals through a unique opportunity to showcase their brand on promotional materials, the media wall, and onstage recognition during the event, to name a few.




JENNIFER LOPEZ




JULIA ROBERTS



ZENDAYA




KATE HUDSON & GOLDIE HAWN

# amfAR Gala Cannes

The **28th annual amfAR Gala Cannes** will return to the **Hôtel du Cap-Eden-Roc** on **May 26, 2022**, in conjunction with the Cannes Film Festival. amfAR Gala Cannes is one of the most celebrated and consistently successful charitable events in the world, attracting a glittering list of top celebrities and international society. The evening is famous for the impromptu participation of top names in entertainment, surprise performances, and one-of-a kind auction lots.

The event will include a cocktail reception, seated gala dinner, and after-dinner drinks, and will feature musical performances by world-renowned artists, a Carine Roitfeld-curated fashion show, amfAR's legendary live auction, and more.

Since Elizabeth Taylor hosted the first Gala in 1993, these signature amfAR benefits have generated over **$250 million** in support of our lifesaving work, and have played a pivotal role in focusing attention on the fight against AIDS.

## Sponsorship Levels

**€750,000 ● €400,000 ● €250,000**




SPIKE LEE




GIGI HADID




DUA LIPA




LEONARDO DICAPRIO

**amfAR CANNES ATTENDEES**

# amfAR Gala Venezia

In **September 2022**, amfAR will return to Venezia in conjunction with the Venezia Film Festival. The exclusive and safe black-tie event will feature performances by world-renowned artists, a socially distanced cocktail reception, seated dinner, and a spirited live auction. The program will feature celebrity hosts and appearances, musical performances by celebrated artists, and updates on amfAR's research programs. This event will attract a glittering list of celebrities, tastemakers, and international society.

## Sponsorship Levels

**€200,000 ● €100,000**




FRIDA AASEN



CYNTHIA ERIVO



OLIVIA CULPO




NICOLE SCHERZINGER

amfAR VENEZIA ATTENDEES

# amfAR Gala Los Angeles

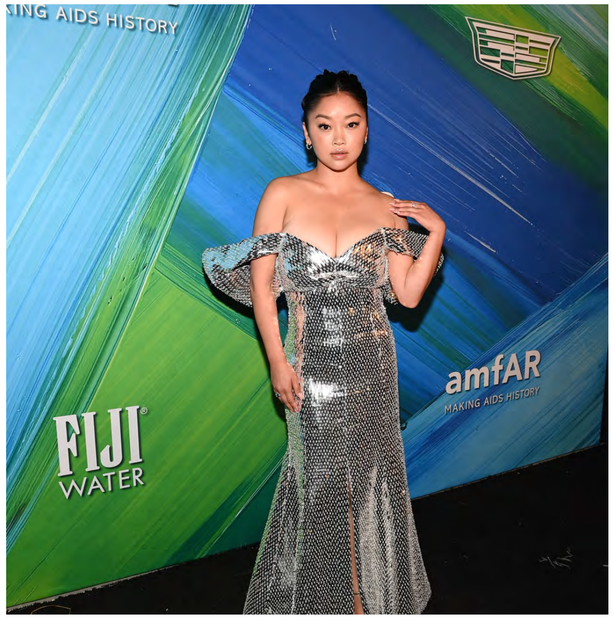
The **12th annual amfAR Gala Los Angeles** will take place in **November 2022**. The event will include a cocktail reception, seated gala dinner, and after-dinner drinks, and will feature musical performances by world-renowned artists, amfAR's legendary live auction, and more.

The 2021 LA Gala took place at the Pacific Designer Center where **TikTok and Jeremy Scott** were honored, with a **surprise appearance by Madonna** and musical performances by Bebe Rexha and OneRepublic

amfAR Gala Los Angeles draws some of the biggest names in film, television, music, and fashion. Since the inaugural 2010 gala, **the event has raised** almost **$17 million in support of our lifesaving work**.

## Sponsorship Levels

**$200,000 • $150,000 • $75,000**




LANA CONDOR




HEIDI KLUM




MADONNA




ALESSANDRA AMBROSIO

amfAR LOS ANGELES ATTENDEES



HALSEY



JASON DERULO



DAME SHIRLEY BASSEY



FERGIE



ONEREPUBLIC



CHRISTINA AGUILERA




JANELLE MONAE

# PAST GALA PERFORMERS




IMAN




CHARLIZE THERON




TARAJI P. HENSON




JEREMY SCOTT




KATY PERRY



JULIA ROBERTS




GWYNETH PALTROW

## PAST GALA HONOREES

CHAMPAGNE PERRIER-JOUËT

MAC

TUMI

DAVID YURMAN

FIJI WATER

DELTA

Cadillac

WELLS FARGO

ASTON MARTIN

TRADE MARK Heineken

MAISON FONDÉE EN 1785 PIPER-HEIDSIECK CHAMPAGNE

HARRY WINSTON

Microsoft

PAST GALA SPONSORS




ADDISON RAE



CHRIS ROCK &
ROSARIO DAWSON




HEIDI KLUM



REGINA KING

## PAST GALA ATTENDEES




BLAKE LIVELY & RYAN REYNOLDS



LUCY HALE



MATT BOMER, SARAH PAULSON & EMMA ROBERTS



KIM KARDASHIAN WEST & KOURTNEY KARDASHIAN




GARCELLE BEAUVAIS




JENNA DEWAN

# PAST GALA ATTENDEES



WINNIE HARLOW




JON HAMM & JEFFREY KATZENBERG




EDDIE REDMAYNE

# PAST GALA ATTENDEES

# amfAR Leadership

Chief Executive Officer

## Kevin Robert Frost

Kevin Robert Frost joined amfAR in 1994 and has served as the Chief Executive Officer since March 2007.

Chief Development Officer

## Kyle Clifford

In 2020, Kyle Clifford joined amfAR with more than 20 years' experience across both the private and non-profit sector in senior new business development, fundraising, and strategic donor development roles.

Co-Chair of the Board

## T. Ryan Greenawalt

Active in politics and philanthropy, support for education, and AIDS and LGBT organizations, T. Ryan Greenawalt joined the amfAR board in February 2011. He founded amfAR's GenerationCURE, a committee of young people dedicated to helping amfAR accelerate its search for a cure.

Co-Chair of the Board

## Kevin McClatchy

A driving force in Major League Baseball as former owner of the Pittsburgh Pirates, Kevin McClatchy joined the amfAR board in October 2012. He also serves as a board member to numerous philanthropic organizations across the country.

### In Memoriam

**Mathilde Krim, Ph.D.**, Founding Chairman

**Dame Elizabeth Taylor**, Founding International Chairman

amfAR

MAKING AIDS HISTORY

# THANK YOU FOR YOUR CONSIDERATION

Contact for Sponsorship

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(646) 338-2948

# APPENDIX: ABOUT amfAR



## LOCATIONS:

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Fax: (212) 806-1601 (fax)

**WASHINGTON, D.C.**
1100 Vermont Ave, NW
Suite 600
Washington, DC 20005

Tel: (202) 331-8600
Fax: (202) 331-8606

**BANGKOK, THAILAND**
TREAT Asia
Exchange Tower
388 Sukhumvit Road, Suite 2104
Klongtoey, Bangkok 10110
Thailand

Tel: +66 (0)2 663 7561
Fax: +66 (0)2 663 7562
USA TOLL-FREE NUMBER:
1-800-39-amfAR

# APPENDIX: PAST 2022 EVENTS

# amfAR Gala Palm Beach

amfAR's inaugural event in Palm Beach in **March 2022**, at the spectacular home of Amy and John Phelan, raised **$5.3 million** for AIDS research. Legendary fashion designer and philanthropist, Tommy Hilfiger, was honored for his commitment to the fight against AIDS and the award was presented to him by Sylvester Stallone.

The exclusive open-air event, hosted by Schitt's Creek star, **Emily Hampshire**, included a cocktail reception, a seated gala dinner, and a live auction of exquisite contemporary art. Multi-Grammy Award-winning singer-songwriter, **Christina Aguilera**, headlined the evening. Singer/songwriter **Parson James**, best known for his hit single “Stole the Show,” a collaboration with Kygo, also performed at the event.

Sponsors for the 2022 event were **David Yurman** and **Aston Martin**. The evening was also generously supported by Piper-Heidsieck and Boroli Wines.

**Sponsorship Levels**

**$150,000 ● $75,000**






HOME OF AMY & JOHN PHELAN