



MHG MY HERO GALA

OCTOBER 24TH, 2023 AT 7PM
MUSEUM OF NATURAL HISTORY, NEW YORK CITY



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AID FOR AIDS and AID FOR LIFE invite you to be a part of the 21st edition of the My Hero Gala - become a sponsor and join us!

Tuesday, October 24th, 2023 at 7pm Museum of Natural History, New York City

The My Hero Gala brings together our cherished patrons, partners, colleagues and friends to celebrate shared accomplishments and honor the individuals, organizations and corporations who have shown the courage and commitment to help others.

250+ attendees from diverse backgrounds will gather in an iconic space including leaders in healthcare, business, government, diplomacy, philanthropy, media and the arts.

AID FOR AIDS and AID FOR LIFE are partner 501(c)(3) organizations based in New York City with offices across Latin America, Canada and France.

Since 1996, the organizations have impacted 5 million people across 70 countries worldwide.

Our largest fundraising event of the year enables us to continue developing innovative strategies to serve vulnerable communities including immigrants, refugees, asylum seekers, LGBTQ+ and indigenous peoples in New York City and through our global offices with access to medicine, healthcare, nutrition, and linkage to local services including mental health, legal, education and housing assistance.

At the My Hero Gala, we recognize our Heroes by presenting the following awards:

- AID FOR AIDS' Daniela and Bernard Chappard Award for HIV Prevention
- AID FOR LIFE's Terence Riley Humanitarian Award for the Arts
- Corporate My Hero Award
- Individual My Hero Award



OUR MISSION

AID FOR AIDS is a non-profit 501(c) (3) organization committed to empowering communities at risk of HIV, and the population at large, by developing their abilities and capacities in comprehensive prevention through access to treatment, advocacy, education, and training to improve their quality of life and reduce stigma and discrimination.

AID FOR LIFE is a 501(c)(3) non-profit organization committed to generating social impact and enhancing the lives of people at risk of social vulnerability in developing countries by implementing programs that increase their capacities, abilities and provide access to essential products that strengthen the wellbeing of their communities.

BOARD OF DIRECTORS:

CHAIR
LAURA MESSINA PILSON

TREASURER
JOSEPH HACHE

SECRETARY
GABRIEL MATUS

BEATRIZ DE LA MORA

We are proud to say that 94% of money raised goes directly to program and services. We uphold the values of transparency and accountability to our donors, evidenced by our accreditation from the Better Business Bureau (BBB), Wise Giving Alliance, and the Guide Star Seal of Approval.

PAST MY HERO GALA



SPONSORSHIP BENEFITS



	UNDERWRITER	PATRON SPONSOR	PLATINUM	GOLD	SILVER	SUPPORTER
	\$200,000	\$150,000	\$100,000	\$75,000	\$50,000	\$25,000
Sponsor of the VIP pre-gala cocktail reception						
Opportunity for an executive of your organization to give remarks during the gala						
Two premier tables of ten						
Full page ad on My Hero Gala program (Subject to editorial approval)						
Dedicated social media posts pre and post gala						
Corporate signage at the Step & Repeat						
Opportunity to distribute collateral and/or premium product in gift bags						
Recognition as a sponsor on pre and post-event press releases						
Half page ad on My Hero Gala program (Subject to editorial approval)						
One premier table of ten						
Special recognition across social media platforms						
3/4 page ad on My Hero Gala program (Subject to editorial approval)						
Five tickets with preferred seating						
Tickets for the pre-gala event						
Logo placement in all collateral and promotional materials associated with the Gala						
Recognition in our newsletter featuring your company as sponsor						
Recognition on AFA and AFL websites for one year						
Special recognition during gala program						

BECOME A SPONSOR



SPONSORSHIP LEVELS

- | | | | |
|------------------|-----------|-------------|----------|
| • Underwriter | \$200,000 | • Gold | \$75,000 |
| • Patron Sponsor | \$150,000 | • Silver | \$50,000 |
| • Platinum | \$100,000 | • Supporter | \$25,000 |

REGISTRATION FORM

Name (as it should appear on printed materials) _____

Contact name _____

Address _____

City _____ State/Country _____

Phone Day _____ Night _____

E-mail _____

Please charge my: American Express ☐ Master Card ☐ Visa ☐

In the amount of \$ _____ Card Number _____

Expiration date _____ Security Code _____

Is this a corporate card? Yes ☐ No ☐ (If yes, indicate company name below)

If corporate card, name of company _____ Signature _____

Checks are payable to AID FOR AIDS (Federal Tax ID no. 13-3954568)

Please return this form to:

AID FOR AIDS – Special Events, 131 Varick Street, Suite 1006, New York, NY 10013

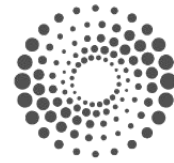
Phone: +1 212.337.8043 Email: ILatouche@aidforaids.org

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