



Yvonne Orji and Serayah

generationCURE Holiday Party

December 1, 2017

Cadillac House

amfAR
MAKING AIDS HISTORY

About generationCURE

generationCURE is a group of energetic young amfAR supporters committed to ending the AIDS pandemic in their lifetime by helping amfAR raise funds for its cure-focused research programs. Since 2011, generationCURE has raised more than \$600,000 for amfAR through events in New York City, Los Angeles, and Washington, D.C. generationCURE has awarded two cure-focused research grants.

generationCURE Holiday Party

In 2014, generationCURE hosted its first annual New York City Holiday Party at the ultra-exclusive Top of The Standard rooftop lounge. The 2015 Holiday Party was held in the iconic Oak Room at the Plaza Hotel. The evening's live entertainment, Joelle & the Pinehurst Trio along with DJs Elle Dee and Alexandra Richards, kept guests dancing well into the night. Event Chairs Jay Ellis and Sara Sampaio joined in the revelry.

generationCURE's 2016 celebration moved downtown to Cadillac House. DJs Samantha Ronson and Jilly Hendrix entertained guests, who also enjoyed a silent auction and open bar provided by Moët Hennessy. Event Chairs Jay Ellis, EJ Johnson, and Serayah burned up the dance floor along with other celebrity guests, including Brad Goreski, Yvonne Orji, and Russell Simmons.



DJ Samantha Ronson



generationCURE Holiday Party Event Chair Alina Baikova and Russell Simmons



Sara Sampaio



amfAR Chairman Kenneth Cole, Simone Missick, Yvonne Orji, Jay Ellis, Naturi Naughton, Mia Jordan, and Serayah



Brad Goreski



Mariah Strongin

Sponsorship Opportunities

Presenting Sponsor - \$40,000

- Inclusion as a Presenting Sponsor in all printed and electronic materials related to the event
- Top-level logo inclusion on media wall on the red carpet
- Twenty-four tickets to the event
- Opportunity for up to two activations at the event (e.g., product placement, fashion tableau, etc.)
- Opportunity to contribute to the event's silent auction
- Onstage recognition during program
- Prominent mention and boilerplate inclusion in relevant event press releases and tip sheets
- Corporate logo displayed on video screens at various points during event (where applicable)
- Top-level corporate logo placement on event page on www.amfar.org
- Listing on corporate sponsor page on www.amfar.org
- Integration into amfAR's social media plan surrounding the event



The Dolls



Azealia Banks and Bryanboy



Michi Delane and Duckie Thot

Sponsorship Opportunities

Signature Sponsor - \$25,000

- Inclusion as a Signature Sponsor in all printed and electronic materials related to the event
- Logo inclusion on media wall on the red carpet
- Ten tickets to the event
- Opportunity for one activation at the event (e.g., product placement, fashion tableau, etc.)
- Opportunity to contribute to the event's silent auction
- Onstage recognition during program
- Mention in relevant event press releases and tip sheets
- Corporate logo displayed on video screens at various points during event (where applicable)
- Corporate logo placement on event page on www.amfar.org
- Listing on corporate sponsor page on www.amfar.org
- Integration into amfAR's social media plan surrounding the event



DJ Elle Dee, Tim 'Timo' Weiland, and DJ Alexandra Richards



generationCURE Holiday Party



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Sponsorship Opportunities

Associate Sponsor - \$15,000

- Inclusion as an Associate Sponsor in all printed and electronic materials related to the event
- Six tickets to the event
- Opportunity to contribute to the event's silent auction
- Onstage recognition during program
- Mention in relevant event press releases and tip sheets
- Corporate logo displayed on video screens at various points during event (where applicable)
- Corporate logo placement on event page on www.amfar.org
- Listing on corporate sponsor page on www.amfar.org
- Integration into one-two Tweets on amfAR's Twitter account surrounding the event



generationCURE Holiday Party



Christian Siriano, Brad Walsh, and guest



Carmen Carrera



Mariah Strongin and generationCURE Ambassador Emerson Barth with guests



Perez Hilton and Andreja Pejic



EJ Johnson



Louisa Warwick



Alexandra Agoston, Lauren Lane, and Jessica Strother



DJ Jilly Hendrix

amfAR, The Foundation for AIDS Research, is dedicated to ending the global AIDS epidemic through innovative research. Since its founding in 1985, amfAR has accelerated the pace of HIV/AIDS research and contributed to numerous breakthroughs that are extending and saving lives around the world.

Through its **Research** program, amfAR is advancing efforts to prevent HIV infection in those who are vulnerable and to improve treatment for people living with HIV/AIDS, with the ultimate goal of eradicating the virus. Launched in 2014, amfAR's Countdown to a Cure for AIDS initiative is aimed at developing the scientific basis of a cure by 2020.

amfAR's **TREAT Asia** program is a network of clinics, hospitals, and research institutions working with civil society to ensure the safe and effective delivery of HIV/AIDS treatments throughout Asia and the Pacific. TREAT Asia has become a model for regional collaboration on treatment preparedness, education, training, and clinical research.

Informed by thorough research and analysis, amfAR is a highly respected advocate of rational and compassionate AIDS-related public policy. The Foundation's **Public Policy** program is engaged in efforts to increase investments in HIV/AIDS research; ensure a robust response to the global epidemic; expand access to prevention, treatment, and care; and protect the civil rights of all people affected by HIV/AIDS.

Through its **Public Information** program, amfAR generates awareness of the need for better treatment and prevention methods, and publishes educational materials on important AIDS-related research, treatment, prevention, and policy issues. As a respected voice on HIV/AIDS, amfAR frequently provides media commentary on research developments and other aspects of the epidemic.

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