amfAR Gala New York

February 7, 2018

Cipriani Wall Street
A Golden Opportunity

This high-visibility annual event kicks off New York Fashion Week and honors leading public figures who have made important contributions to the fight against AIDS. The gala attracts leaders from the worlds of fashion, business, entertainment, and the arts. To date, the amfAR Gala New York has raised more than $19 million for amfAR’s life-saving research.

Memorable Moments

- **Mark Ruffalo** presented the amfAR Award of Courage to his friend **Scarlett Johansson** at the 2017 Gala. He described her as a model of grace, compassion, and service to others.

- At the 2016 event model **Sara Sampaio** and explorer **Johan Ernst Nilson** introduced a Mongolian expedition trip, which sold twice (once to **Leonardo DiCaprio**) for a total of $190,000.

- Honored in 2015, **Harry Belafonte’s** acceptance speech was a tour de force that riveted the 800-strong crowd. **Whoopi Goldberg** made the award presentation.

- During the 2014 event, **Liam Neeson** made a surprise appearance to present amfAR’s Award of Courage to **Vanessa Redgrave** and **Joely Richardson**.

- In 2013, amfAR Chairman **Kenneth Cole** was presented with amfAR’s Award of Courage by New York Governor **Andrew Cuomo**. amfAR Ambassador **Janet Jackson** and long-time amfAR supporter **Heidi Klum** were also honored.

- The 2011 Gala featured a moving tribute to amfAR Founding International Chairman **Dame Elizabeth Taylor** delivered by **Sir Elton John**. President **Bill Clinton** and amfAR Founding Chairman **Dr. Mathilde Krim** were also honored.

- Another highlight of 2011 was a historic reunion performance of “That’s What Friends Are For” by the original artists: **Sir Elton John**, **Gladys Knight**, **Dionne Warwick**, and **Stevie Wonder**.

- In 2010, **Lady Gaga** electrified the crowd with her performance at a Terence Koh-designed piano embellished with crushed pearls and **M•A•C Cosmetics**.

Total Media Impressions: **8.3 Billion**  
Total Social Media Impressions: **1.1 Billion**  
Total Media Value: **$6.6 Million**
A Star-Studded Cast

amfAR’s fundraising events are world renowned for their ability to attract a glittering list of top celebrities, entertainment industry elite, and international society.

Past honorees at the amfAR Gala New York include:

Harry Belafonte • President Bill Clinton • Kenneth Cole
Clive Davis • Rosario Dawson • Patrick Demarchelier
John Demsey/M•A•C AIDS Fund • Richard Gere
Whoopi Goldberg • Tom Hanks • Janet Jackson
Scarlett Johansson • Sir Elton John and David Furnish
Quincy Jones • Donna Karan • Heidi Klum • Patti LaBelle
Lorne Michaels • Liza Minnelli • Rosie O’Donnell
Vanessa Redgrave • Joely Richardson • Natasha
Richardson • Bill Roedy/MTV Networks • Carine Roitfeld
Julian Schnabel • Sharon Stone • Dame Elizabeth Taylor
Donatella Versace • Diane von Fürstenberg • Barbara
Walters • Robin Williams • Anna Wintour

Past speakers, presenters, and performers include:

Woody Allen • Dame Shirley Bassey • Harry Belafonte
Beyoncé • Chelsea Clinton • Hillary Rodham Clinton
Andy Cohen • Sean “P. Diddy” Combs • Billy Crystal • Alan
Cumming • Governor Andrew Cuomo • Michael Douglas
Eve • Richard Gere • Whoopi Goldberg • Ellie Goulding
Cee-Lo Green • Whitney Houston • Iman • Marc Jacobs
Wyclef Jean • Harvey Keitel • Gladys Knight • Michael Kors
Jane Krakowski • Lady Gaga • Padma Lakshmi • Cyndi
Lauper • Barry Manilow • Julianna Margulies • Liam Neeson
Sarah Jessica Parker • Jeremy Piven • Icona Pop • Lou
Reed • Joely Richardson • Natasha Richardson • Coco
Rocha • Chris Rock • Brooke Shields • Jon Stewart • Meryl
Streep • Uma Thurman • Stanley Tucci • Rufus Wainwright
Dionne Warwick • Stevie Wonder • Robin Wright • Charli
XCX • and many more
Stevie Wonder, Gladys Knight, Sir Elton John, and Dionne Warwick

Rosario Dawson, Chris Rock, and Michelle Rodriguez

Janet Jackson

Chanel Iman and Karlie Kloss

Rachel Zoe

Stevie Wonder, Gladys Knight, Sir Elton John, and Dionne Warwick
Sponsorship Opportunities

Presenting Sponsor

- Prominent, above the title, inclusion as a Presenting Sponsor in all printed and electronic materials related to the event
- Category exclusivity — no other brands competitive to your core business will be in any sponsorship category
- Top-level logo inclusion on media wall on the red carpet
- Prime gala dinner seating with two tables for ten guests each
- Onstage recognition during the program
- Prominent mention and boilerplate inclusion in pre- and post-event press releases and tip sheets
- Opportunity for one corporate executive to be listed as an Event Chair in all related materials (press releases, invitations, programs, and on amfAR website)
- Corporate logo displayed on video screens at various points during event
- Full-page corporate message in event journal
- Top-level corporate logo placement on event page on www.amfar.org
- Logo inclusion in corporate sponsor rotator on www.amfar.org
- Listing on corporate sponsor page on www.amfar.org
- Integration into amfAR's social media plan surrounding the event
Sponsorship Opportunities

Signature Sponsor

- Inclusion as Signature Sponsor in all printed and electronic materials related to the event
- Logo inclusion on media wall on the red carpet
- Premium gala dinner seating with one table for ten guests
- Onstage recognition during the program
- Mention in pre- and post-event press releases and tip sheets
- Opportunity for one corporate executive to be listed as an Event Co-Chair in any related materials (press releases, invitations, programs, and on amfAR website)
- Full-page corporate message in event journal
- 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
Pat Cleveland
Iman and David Bowie
Cheyenne Jackson and Patricia Clarkson
Petra Nemcova
Sponsorship Opportunities

Associate Sponsor

- Inclusion as an Associate Sponsor in all printed and electronic materials related to the event
- Premium gala dinner seating for six guests
- Onstage recognition during the program
- Mention in pre- and post-event press releases and tip sheets
- Opportunity for one corporate executive to be listed as an Event Vice Chair in any related materials
- Corporate logo displayed on video screens at various points during event
- Corporate logo placement on event page on www.amfar.org
- Listing on corporate sponsor page on www.amfar.org
- Integration into 1-2 Tweets on amfAR’s Twitter account surrounding the event
Jennifer Hudson and Roberto Cavalli
Governor Andrew Cuomo
Howard and Cindy Rachofsky
Grace Coddington and Peter Lindbergh
Lady Gaga
Jennifer Hudson and Roberto Cavalli
Governor Andrew Cuomo
Press Coverage

The celebrities in attendance at the amfAR Gala New York guarantee substantial and widespread print, TV, and online media coverage of the event. The gala is invariably featured in the major daily New York City media outlets, the fashion press, and popular monthly magazines. It is also covered in regional and national outlets, and garners significant international coverage.

The 2017 event, for example, was covered in outlets as varied as The New York Times, New York Post, New York, New York Observer, The Wall Street Journal, Women’s Wear Daily, W, Vanity Fair, Style.com, People, Billboard, The Daily Telegraph, Harper’s Bazaar, InStyle UK, Vogue Paris, Vogue España, Corriere della Sera, Bild am Sonntag, and Bunte. The event was also featured on national broadcast programs such as Entertainment Tonight, Access Hollywood, Extra, E! News, and VH1 News. Total media impressions for the event exceeded 8.3 billion.
The Right Place, Just in Time
by John Doblin

Fashion Week isn’t a sale space for Brian Williams, either. “I’m a little late,” said Chris Rock, on stage at the unifying gala on Wednesday night, introducing Snatam Kaur. “I went to the other Carnival.” (“I said, said Brian, Williams told me it was a joke.”)

“Come on, six months,” someone said. “It’s being referred to now as the news anchor’s commitment from NBC. That’s when I think that Brian Williams is starting to...”

The event, which serves as an unofficial kick-off to New York Fashion Week, raised $2.5 million for AIDS research and benefited the American Red Cross and America’s first responders. The event was hosted by Sheryl Bailey, the chief of the board at AIDS, and featured performances by the likes of Sting, U2, and Pink. The audience included many of the city’s biggest names in fashion and entertainment.

“The Right Place, Just in Time” was the theme of the evening, and it was fitting given the recent news surrounding Brian Williams. The anchor, who was suspended for six months for exaggerating a story about his time in Iraq, returned to the airwaves on Wednesday night to introduce a performance by Snatam Kaur.

“Today, after all the hoopla and the scrutiny, it’s clear that the truth matters,” Kaur said. “I’m honored to be here tonight, and I’m grateful to be able to share my music with you.”

Williams, who returned to the airwaves after a six-month suspension, told the audience that he learned from his mistake and was committed to telling the truth. “I’m grateful for the opportunity to come back and tell the truth,” he said. “I’m grateful for the opportunity to come back and tell the truth.”

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Kendall Jenner was joined by her model BFF Hailey Baldwin last night as the two lead the charge on the annual amfAR gala's red carpet. Click below to see who attended and who wore what.

The New York Times

Rosario Dawson among honorees at amfAR New York gala

Los Angeles Times

InStyle

ELLE UK

VANITY FAIR

Grazia Daily UK

Best Dressed At The 2014 amfAR New York Gala

GALLERY > Who wore what at the 2014 amfAR Gala

HARRY WINSTON

Moët Hennessy

EXTRA

HARRY WINSTON

Moët Hennessy

VIVA

HARRY WINSTON

Moët Hennessy

EXTRA

HARRY WINSTON

Moët Hennessy
Social Media

Many of amfAR’s celebrity attendees have massive followings on Facebook, Twitter, Instagram and other social media outlets. amfAR works with its celebrity friends through social media to ensure that information about its programs and events reaches ever new and broader audiences.

Social media has ensured that hundreds of millions of people are privy to images and text messages regarding amfAR’s sponsors, guests and performers.
The legendary Patrick Demarchelier after accepting the amfAR Award of Courage presented by supermodel Anna Wintour. #amfARNewYork #PandolfiniDemarchelier #Mannheimer

A very special night honoring the great Harry Belafonte for his decades of advocacy and human rights work in the fight to end AIDS. On accepting his Award of Courage Mr. Belafonte said, "It's not about race, it's not about gender, it's about the challenges of nature, and all of us have a part to play." - amfARNewYork

amfAR The Foundation for AIDS Research

amfAR The Foundation for AIDS Research added 40 new photos from February 12 to the album: amfAR New York Gala 2018 — with Coco Rocha and 6 others at Cipriani Wall Street. February 12 - 12:00 PM

Last night's 17th annual amfAR New York Gala was a huge success raising $2.25 million for HIV/AIDS research. Jeremy Piven, Coco Rocha, Chris Rock, Brooke Shields, Marcia Gay Harden, Chelsea Clinton, Anna Wintour, Nina Garcia, Toni Garrn, Whoopi Goldberg and Karlie Kloss were among those who joined amfAR's Chairman Kenneth Cole and amfAR Founding Chairman Dr. Mehdi Haji at Cipriani Wall Street last night to honor Roseario Dawson, Patrick Demarchelier and the legendary Harry Belafonte for their contributions in the fight against HIV/AIDS. The evening also featured spectacular performances by Regina Spektor and Dame Shirley Bassey. Click through the gallery for all the highlights. amfARNewYork

Nicole Richie is stylish in Versace at the amfARNewYork gala. #VersaceCelebrity

Another wonderful night with amfAR to support its fight against AIDS all over the world. Thank you @amfarinsg for having me and being a part of this. #amfarinsg

@InStyle

Lena Dunham is hosting amfAR's amfARNewYork Gala, honoring Scarlett Johansson & Donatella Versace, in the fight against AIDS. Tickets: amfar.org/NY2017
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.

Kenneth Cole  
Chairman of the Board

Mathilde Krim, Ph.D.  
Founding Chairman

Kevin Robert Frost  
Chief Executive Officer

Sharon Stone  
Global Campaign Chair

Milutin Gatsby  
Global Fundraising Chairman

In Memoriam  
Dame Elizabeth Taylor  
Founding International Chairman

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www.amfar.org

amfAR  
MAKING AIDS HISTORY