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 $617 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.
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.

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

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

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.
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.”

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, New York, 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.
amfAR Gala Palm Beach will return on March 2, 2023 after a successful inaugural event in 2022, raising $5.3 million for AIDS research. The 2023 Gala promises to be an unforgettable night, including a cocktail reception, seated dinner, and a live auction of exquisite works of art and performances from big name artists.

The inaugural Gala, hosted by Emily Hampshire, was headlined by Christina Aguilera. 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. Sponsors for the 2022 event were David Yurman and Aston Martin. The evening was also generously supported by Piper-Heidsieck and Boroli Wines. Click here to see highlights from the 2022 Gala.

**SPONSORSHIP LEVELS**

$150,000  *  $75,000
amfAR Gala Palm Beach 2022 Media Impressions

2022 HIGHLIGHTS

TOTAL IMPRESSIONS: 1,701,553,223
TOTAL MEDIA VALUE: $984,383
TOTAL ONLINE IMPRESSIONS: 1,698,213,765
TOTAL BROADCAST IMPRESSIONS: 928,175
TOTAL PRINT IMPRESSIONS: 2,411,283

KEY INFLUENCERS, amfAR GALA PALM BEACH

LANA CONDOR
IG Followers: 11M
TikTok Followers: 63K

WILLIAM WHITE
IG Followers: 122K
TikTok Followers: 1.9M

CHRISTINA AGUILERA
IG Followers: 8.3M
TikTok Followers: 3M

JAY ELLIS
IG Followers: 892K
TikTok Followers: 205K
amfAR Gala Cannes

The 29th annual amfAR Gala Cannes will take place on May 25th, 2023 at the Hôtel du Cap-Eden-Roc, 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 2022 event included a cocktail reception, seated dinner, and after-party, and featured musical performances by Christina Aguilera, Ricky Martin, and Charli XCX, a Carine Roitfeld-curated fashion show, and for the first time ever, a TikTok live stream from the red carpet. Click here to see highlights from the 2022 Gala.

Since Elizabeth Taylor hosted the first Gala in 1993, these signature amfAR benefits have generated almost $270 million in support of our lifesaving work.

**SPONSORSHIP LEVELS**

$750,000  *  $400,000
amfAR Gala Cannes 2022 Media Impressions

2022 HIGHLIGHTS

TOTAL IMPRESSIONS:
11,051,828,145

TOTAL MEDIA VALUE:
$20,556,394

TOTAL ONLINE IMPRESSIONS:
11,039,138,398

TOTAL BROADCAST IMPRESSIONS:
816,252

TOTAL PRINT IMPRESSIONS:
11,873,495

KEY INFLUENCERS, amfAR GALA CANNES

CIARA
IG Followers: 32.1M
TikTok Followers: 2.9M

VANESSA HUDGENS
IG Followers: 46.1M
TikTok Followers: 4.3M

CARA DELEVINGNE
IG Followers: 43M
TikTok Followers: 2.8M

CHARLI D’AMELIO
IG Followers: 48.8M
TikTok Followers: 142.9M
The amfAR Gala Venezia took place on September 7, 2022, in conjunction with the Venezia Film Festival. This exclusive event, in partnership with Campari, was held at the Arsenale and featured a performance by Ellie Goulding, cocktail reception, seated dinner, and a spirited live auction. The event raised $2.8M in support of amfAR's research programs. Guests in attendance included Rachel Brosnahan, Jodie Turner-Smith, Marisa Tomei, Heather Graham, Patricia Clarkson, Casey Affleck, Sarah Ferguson, Greta Ferro, Jasmine Sanders, Jessica Wang, Yousra, Alina Baikova, Izabel Goulart and more. Click here to see highlights from the 2022 Gala.

SPONSORSHIP LEVELS

$150,000 * $75,000
amfAR Gala Venezia 2022 Media Impressions

2022 HIGHLIGHTS

TOTAL IMPRESSIONS: 5,005,321,929
TOTAL MEDIA VALUE: $3,290,800
TOTAL ONLINE IMPRESSIONS: 4,996,931,176
TOTAL BROADCAST IMPRESSIONS: 1,081,856
TOTAL PRINT IMPRESSIONS: 7,308,897

2022 SOCIAL MEDIA

TOTAL IMPRESSIONS: 3,200,000

2022 TOP INFLUENCERS

ELLIE GOULDING
IG Followers: 14M
TikTok Followers: 955.7K

SARA SAMPAIO
IG Followers: 8.3M
TikTok Followers: 685.1K

JACOB ROTT
IG Followers: 1.1M
TikTok Followers: 10.8M
Taking place on September 29th, 2023, amfAR will be returning to New York for the first time since 2020! This exclusive black-tie event will feature performances by world-renowned artists, a cocktail reception, seated dinner, honoree presentations, a spirited live auction, and after-dinner drinks.

amfAR Gala New York draws some of the biggest names in fashion, business, entertainment, and the arts. Click here to see highlights from past New York Galas.

SPONSORSHIP LEVELS
$150,000 * $75,000
amfAR Gala Los Angeles

The 13th annual amfAR Gala Los Angeles will take place on November 2, 2023 at the Pacific Design Center. The event will include a cocktail reception, seated gala dinner, and after-dinner drinks, and will feature a live auction and musical performances. Click here to see highlights from the 2021 Gala.

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**

$150,000 * $75,000
2021 HIGHLIGHTS

TOTAL IMPRESSIONS: 8,271,197,349
TOTAL MEDIA VALUE: $3,061,203
TOTAL ONLINE IMPRESSIONS: 8,269,183,450
TOTAL BROADCAST IMPRESSIONS: 895,892
TOTAL PRINT IMPRESSIONS: 1,118,007

KEY INFLUENCERS, amfAR GALA LOS ANGELES

ANITTA
IG Followers: 56.7M
TikTok Followers: 13.1M

MADONNA
IG Followers: 16.8M
TikTok Followers: 887.9K

ADDISON RAE
IG Followers: 40.2M
TikTok Followers: 85.1M

BEBE REXHA
IG Followers: 10.7M
TikTok Followers: 7.1M

ANITTA
IG Followers: 56.7M
TikTok Followers: 13.1M

MADONNA
IG Followers: 16.8M
TikTok Followers: 887.9K

ADDISON RAE
IG Followers: 40.2M
TikTok Followers: 85.1M

BEBE REXHA
IG Followers: 10.7M
TikTok Followers: 7.1M
amfAR works with partners to create a mutually beneficial relationship, and offers a wide range of benefits to ensure a successful partnership, such as:

- Logo inclusion on media backdrop on the red carpet
- Inclusion in all printed and electronic materials related to the event
- Social media recognition and support
- Onstage recognition during the event program
- Gala dinner seating
- Photo and video coverage of the event
- And more!
PAST GALA HONOREES

IMAN

CHARLIZE THERON

TARAJI P. HENSON

JEREMY SCOTT

KATY PERRY

JULIA ROBERTS

GWYNETH PALTROW
ADDISON RAE

CHRIS ROCK & ROSARIO DAWSON

HEIDI KLUM

REGINA KING

PAST GALA ATTENDEES
amfAR MARQUEE EVENTS

amfAR Palm Beach, FL
March

amfAR Gala Cannes
Cap d'Antibes, France
May

amfAR Venezia, Italy
September

amfAR Gala Los Angeles, CA
November

TWO x TWO for AIDS and Art
Dallas, TX
October
Kevin Robert Frost joined amfAR in 1994 and has served as the Chief Executive Officer since March 2007.

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.

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.

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
THANK YOU FOR YOUR CONSIDERATION

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APPENDIX: ABOUT amfAR

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