



AMFAR
2023
CORPORATE
ENGAGEMENT



amfAR: The Mission

our mission is to **end the global AIDS epidemic**
through innovative research.

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



amfAR: The History

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



Summer 1981

The first reports of a mysterious new disease affecting young gay men were brought to the attention of a researcher at New York's Memorial Sloan-Kettering Cancer Center.

April 1983

Drs. Krim and Sonnabend, along with Michael Callen and a few others in New York City, founded the AIDS Medical Foundation (AMF), the first private organization in the world dedicated to raising funds to support scientific and medical research on AIDS.

September 1985

The American Foundation for AIDS Research (amfAR) was formed through the unification of AMF with the like-minded National AIDS Research Foundation, which had been incorporated in California in August 1985.

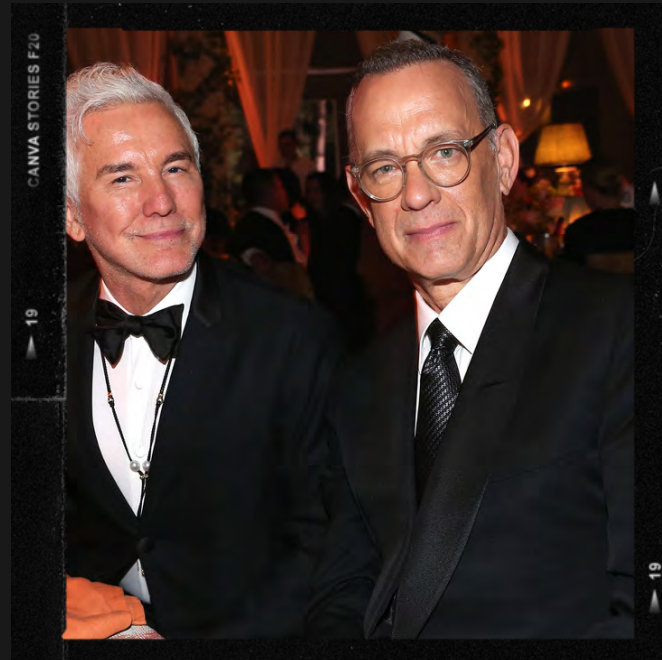
amfAR: The Facts

The funds we raise enable the foundation to advance innovative research on HIV/AIDS in support of finding 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.

amfAR Events: What We Do



Galas

amfAR's fundraising events, known for being some of the most celebrated and successful charitable events globally, take place all over the world.



Meet The Scientists

Intimate conversations and social events bringing amfAR's greatest researchers and scientists to the public.



Pride

amfAR marches alongside millions in New York City's annual Pride Parade and creates unparalleled visibility for HIV/AIDS research.



generationCURE

Bringing HIV/AIDS research to a generation fighting to find a cure to end the epidemic.

amfAR Partners: You're In Great Company

amfAR works with top brands globally, ensuring that our partners are receiving elevated attention and visibility through everything we do, from brand identity at our luxurious events, to publications within our social feeds.

AMERICAN
EXPRESS

KetelOne
VODKA®



DELTA



ASTON MARTIN

MAC



CADILLAC

Chopard



bloomingdale's



HARRY WINSTON

perrier®

DAVID YURMAN

TUMI®

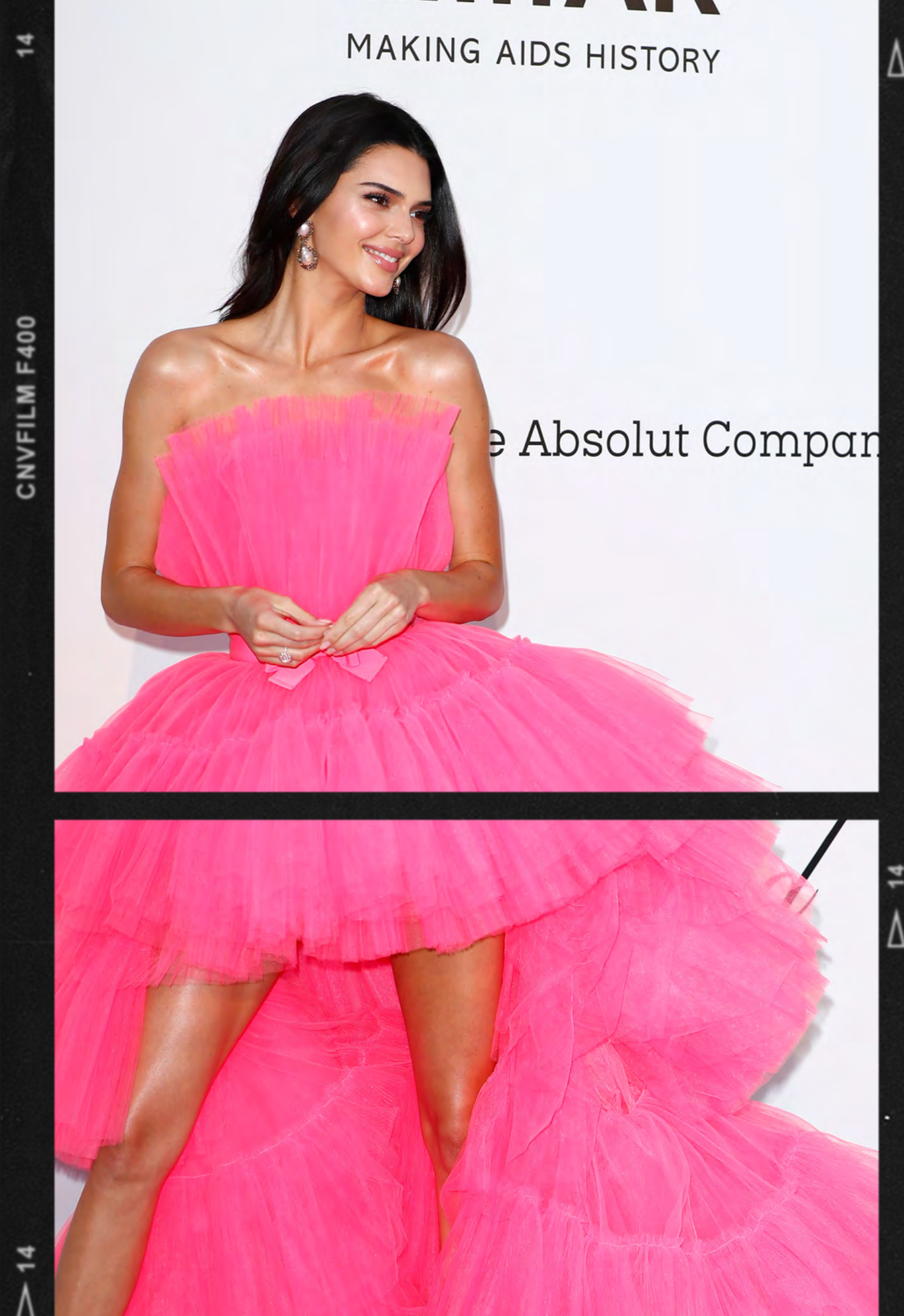
Van Cleef & Arpels

MGM

amfAR
MAKING AIDS HISTORY

amfAR Galas

World-class affairs bringing together high net worth professionals, while raising needed funds for AIDS/HIV research.



Past amfAR Gala Performers, Honorees, and Attendees



Halsey



Christina Aguilera



One Republic



Ricky Martin



Garcelle Beauvais



Janelle Monae



Mariah Carey



Regina King



Julia Roberts



Ellie Goulding



Blake Lively &
Ryan Reynolds



Robert DeNiro



Eddie Redmayne



Heidi Klum



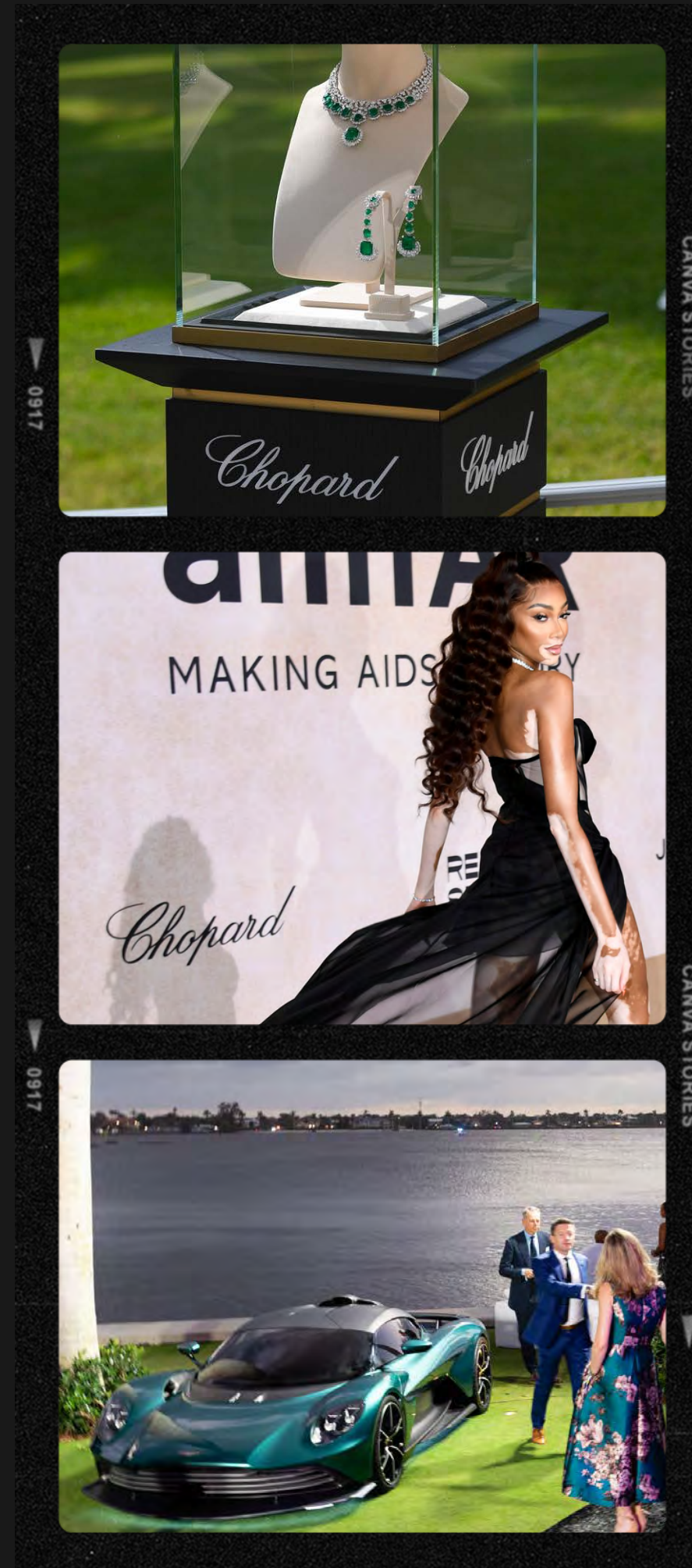
Fergie



Katy Perry

amfAR Events: Sponsor Benefits

amfAR works with partners to create a mutually beneficial relationship, and offers a wide range of benefits to ensure a successful partnership.



- 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
- Experiential activations on-site
- Premier gala dinner seating
- Photo and video coverage of the event

amfAR Events: Impactful

amfAR Venezia

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

amfAR Cannes

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

amfAR Palm Beach

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



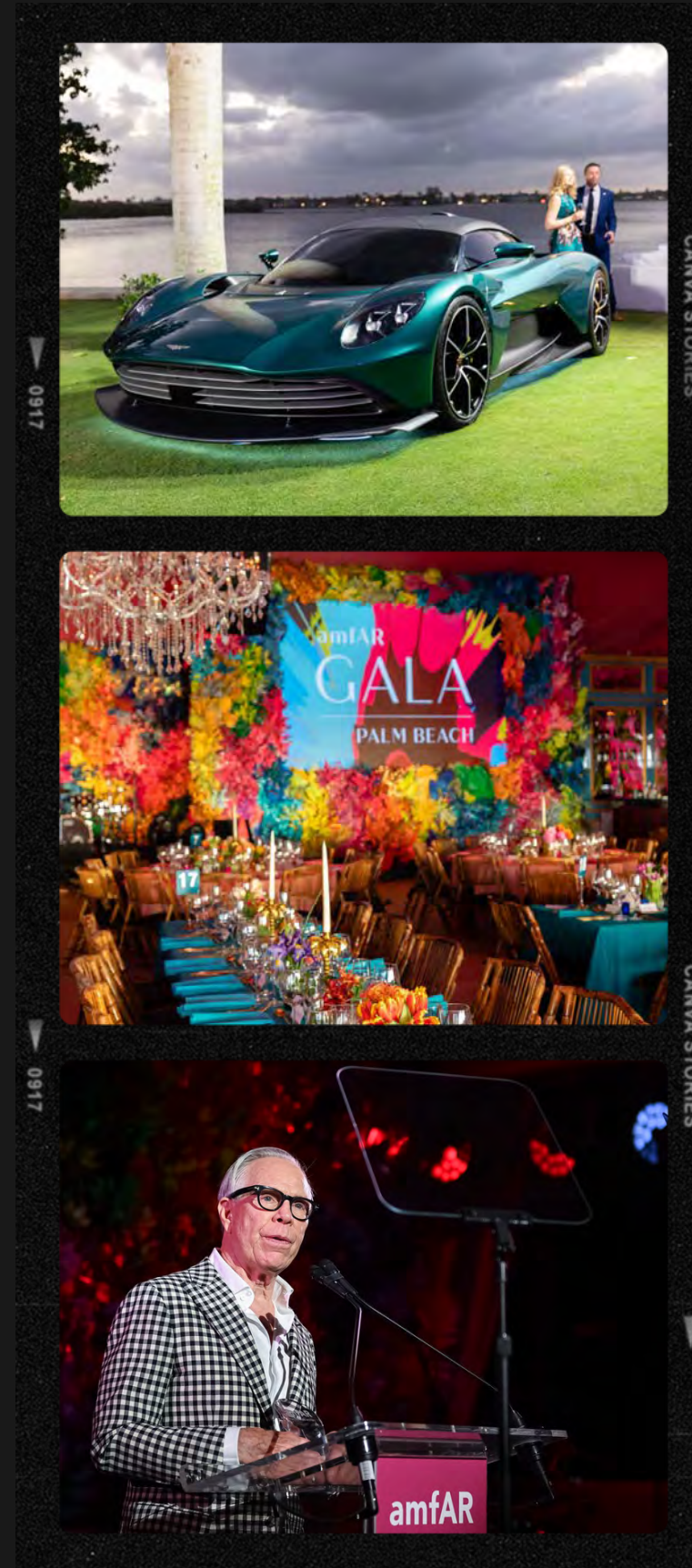
amfAR Palm Beach

March 11th, 2023

Red Carpet & Cocktail
6:00 PM - 7:30 PM

Dinner & Program
7:30 PM - 11:30 PM

400 Guests



01 Household Names

In 2022, Legendary fashion designer and philanthropist, Tommy Hilfiger, was honored for his commitment to the fight against AIDS, with an award presented by Sylvester Stallone.

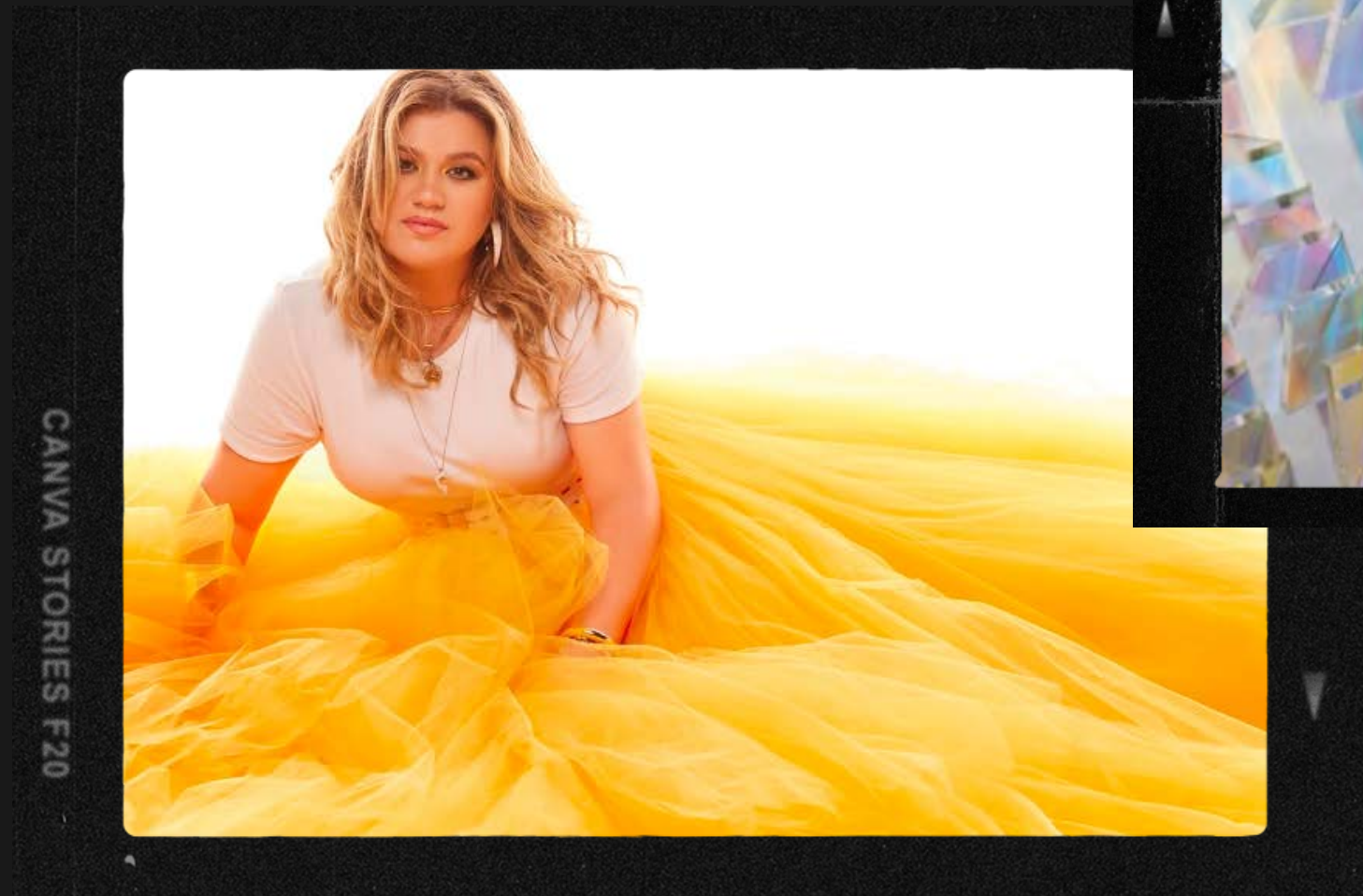
02 The Event of South Florida

Taking place at a private residence, you won't want to miss Southern Florida's most luxurious event.

03 Key Power Players

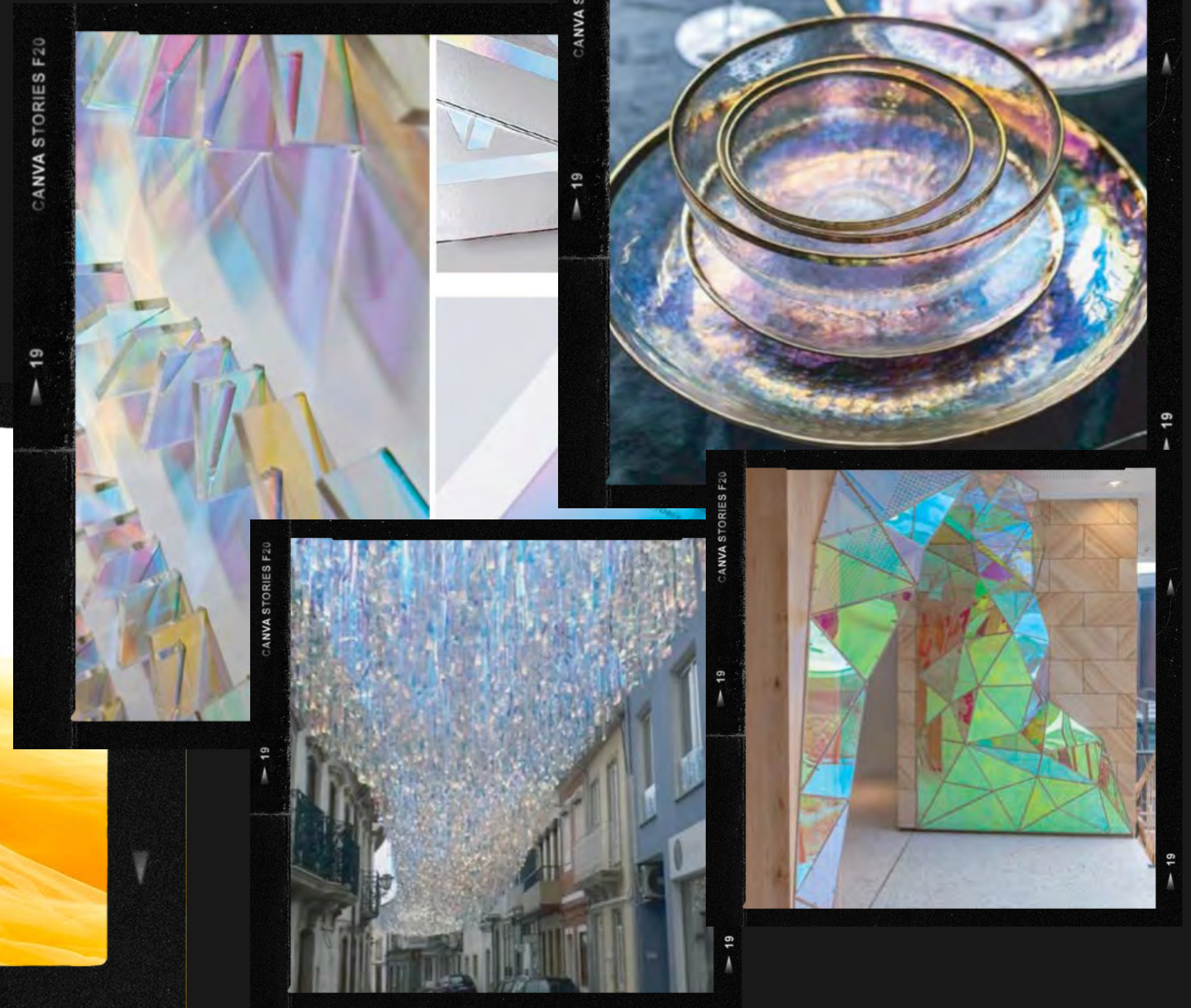
Within Palm Beach and throughout all our events, amfAR is consistently supported by the world's biggest names. Palm Beach's 2022 sponsors included David Yurman, Aston Martin, Piper-Heidsieck and Boroli Wines.

amfAR Palm Beach: A Night To Remember



Headlining Performance: Kelly Clarkson

None other than Kelly Clarkson will be the headlining performer for the evening and will bring her legendary voice to the amfAR Palm Beach stage.



A Translucent Future

A theme focused on a futuristic world with translucent colors, while bringing in the colorful nature of the Palm Beach surroundings.

amfAR Cannes

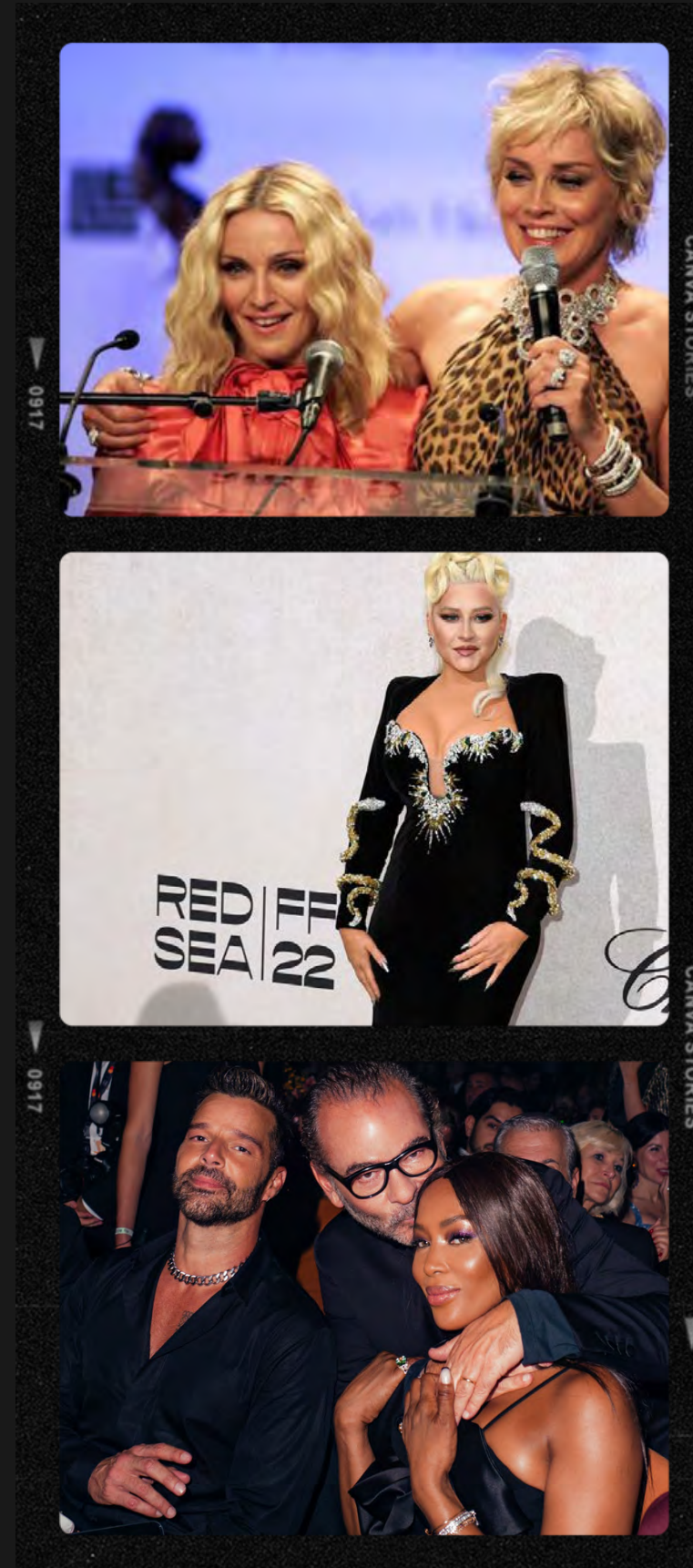
May 25, 2023

Red Carpet & Cocktail
6:00 PM - 7:00 PM

Dinner & Program
7:00 PM - 1:00 AM

After Party
1:00 AM - 3:00 AM

900 Guests



01 amfAR's Longest- and Largest- Running Gala

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.

02 Huge Impact

In 2022, amfAR Gala Cannes **raised over \$19 million** in support of our mission to find a cure for AIDS, and is one of the most celebrated and consistently successful charitable events in the world.

03 Aligned with Glamour

The 29th annual amfAR Gala Cannes will return to the Hôtel du Cap-Eden-Roc on May 25, 2023, in conjunction with the Cannes Film Festival, 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.

amfAR Venezia

August 31, 2023

Red Carpet & Cocktail
6:00 PM - 7:00 PM

Dinner & Program
7:00 PM - 1:00 AM

After Party
1:00 AM - 3:00 AM

500 Guests



01 Intimate Performances & Celebrity Sightings

In 2022, Ellie Goulding took to the stage to perform for the room of nearly 500 guests. Additional special guests included Marisa Tomei, Patricia Clarkson, Rachel Brosnahan, Jodi Turner-Smith, and the Elevator Boys as hosts of amfAR's Instagram livestream.

02 The Timelessness of Italy

Our latest amfAR Gala Venezia featured traditional Italian design, so the timelessness of Italian culture can meet amfAR's modern event, all while coinciding with the ever-popular Venice Film Festival.

03 Star of the Show

Upon arriving at the event, guests walk the red carpet, lined with priceless auction pieces. These pieces are later the star of the show, as auctioneer Simon De Pury brings the room together to raise money for AIDS/HIV research.

amfAR New York

September 23, 2023

Red Carpet & Cocktail
6:00 PM - 7:30 PM

Dinner & Program
7:30 PM - 11:00 PM

Performance
11:00 PM - 11:45 PM

500 Guests



01 amfAR's Headquarters

For the first time since before the pandemic, join us for an event celebrated within the city of amfAR's headquarters, and where AIDS was discovered nearly four decades ago.

02 Uniquely New York

Some may argue that New York City is unlike any other city in the world - and who wouldn't want to be a part of it! This year's Gala will be held in a venue space that echos the city's timeless charm, invigorating energy, and intentional design that screams you're in New York City.

03 World-class Talent

Home to some of the world's most talented performers, amfAR's New York City Gala will surely hold some memorable performances.

amfAR Two x Two

October 21, 2023

Dallas, Texas

Dinner & Program
8:00 PM - 11:00 PM

Performance
1:00 AM - 3:00 AM

550 Guests



01 The Preeminent Modern Art Event

Home to some of our greatest fundraising, amfAR's Dallas TWO x TWO event raised **over 9 million dollars** in 2022 alone. This is in thanks to our **100+ pieces** at each annual event.

02 Traditionally Modern

Our TWO x TWO event puts both traditional and modern art on display. The event consists of not only the auction event itself, but a seated dinner, performance, and a private first-look party as well.

03 Southern Charm

In the heart of Dallas continues amfAR's biggest US fundraiser.

Recently named one of the US and Canada's top 100 events and #4 benefit event in the country by *BizBash*, this long running event is hosted at the private residence of Cindy and Howard Rachofsky. This is one exclusive event you won't want to miss.

amfAR Los Angeles

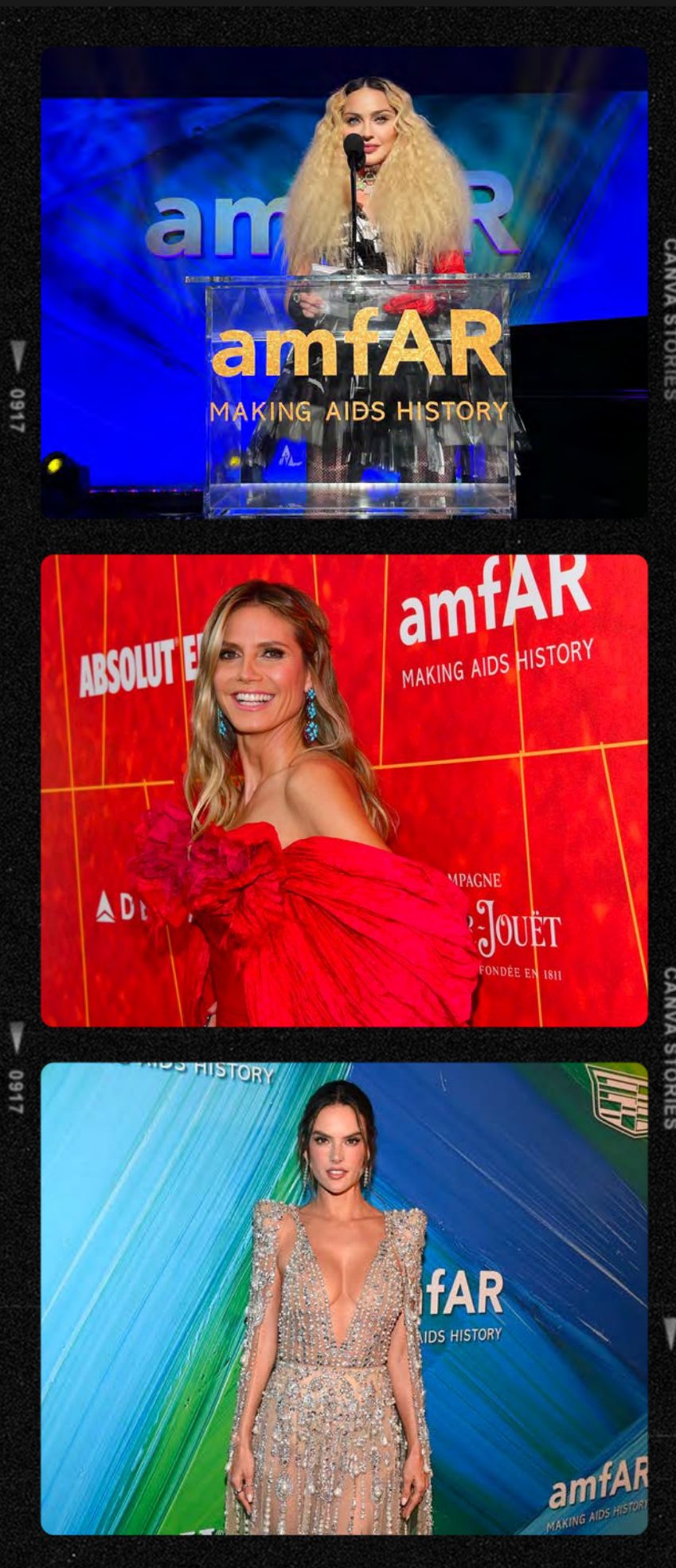
November 2023

Red Carpet & Cocktail
6:00 PM - 7:00 PM

Dinner & Program
7:00 PM - 12:00 AM

After Party
12:00 AM - 2:00 AM

500 Guests



01 Annual West Coast Gala

The 13th annual amfAR Gala Los Angeles will take place in November 2023, and will include a cocktail reception, seated gala dinner, and after-dinner drinks. It will feature musical performances by world-renowned artists, amfAR's legendary live auction, and more.

02 In attendance

In the last two years alone, the LA Gala has honored Kelly Rowland, Brian Robbins, and Jeremy Scott. A few special performances included Bebe Rexha, OneRepublic, Tinashe, Aloe Blacc, Madison Beer, and a surprise appearance by Madonna.

03 Saving Lives

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 over \$18 million** in support of our lifesaving work.



amfAR Meet The Scientists

This 100-200 person event brings our cause to the very room you're sitting in. Join us for our quarterly events, where amfAR research Scientists sit side-by-side various guests and provide discussions around the latest in the fight against HIV/AIDS.

These events also include a networking portion, so guests meet the scientists and special guests personally.

amfAR Meet the Scientists



Networking & Social Events

Not only does amfAR's Meet the Scientists events bring guests closer to researchers, but to each other as well. Meet others with similar interests and in similar industries as you through this series of events.



Employee DE&I Engagement

Paralleling our mission to make HIV/AIDS treatments accessible to all people, equally, and globally, this series provides an opportunity for guests to come together to network, ask questions, and learn about this epidemic amfAR is working to end.



Science & Health Focused Content

Curious about how amfAR's raised funds are used? Tap into dedicated health and science content and align with providing attendees with a better understanding of the research and science amfAR funds behind the scenes.



Meet & Greet with our Scientists

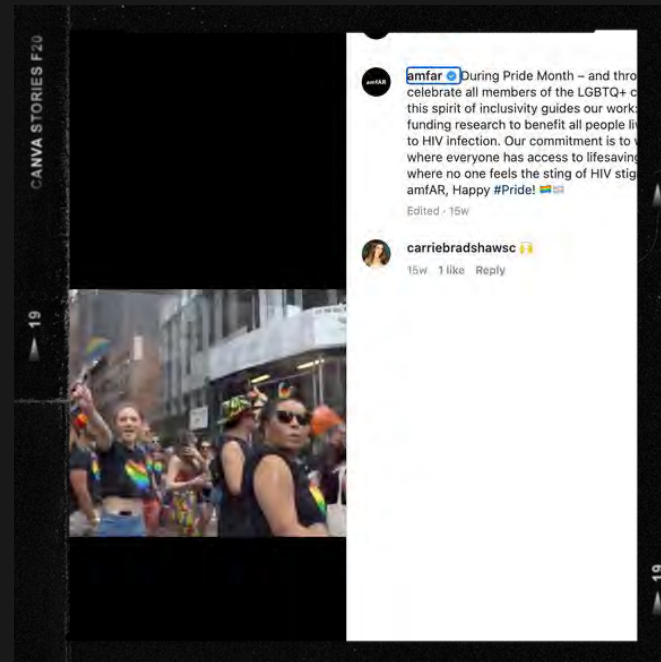
amfAR Meet the Scientists events provide the chance for guests to ask their own questions and have their own one-on-one discussions with our researchers and scientists.



amfAR Pride

amfAR has been an ally of the LGBTQ+ community since our founding. Through research and advocacy, we're fighting for a future free of homophobia, transphobia, and discrimination — and a future free of HIV/AIDS. What better way to amplify the work than at the largest LGBTQ+ event annually.

amfAR Pride



amfAR Pride: Social Media

amfAR loves promoting its supporters in a number of ways. One of which is through their social media platforms, throughout Pride month and beyond.



amfAR Pride: The March

Join amfAR as we walk alongside millions of other supporters, in New York City's annual Pride March with over 3 million+ impressions through co-branded activations



amfAR Pride: The Mixer

Join us for a social event, where amfAR brings people together to celebrate Pride through a fun networking party, with brand activations towards a captive audience.



amfAR Pride: Give Back Campaign

amfAR cannot continue its work without the generous support of its donors. Participating brands would be aligned with our Pride donor campaign throughout Pride season.

amfAR generationCURE

generationCURE is a group of young amfAR supporters committed to ending the AIDS pandemic in their lifetime, by helping the Foundation raise funds for its cure-focused research programs.

Since its inception in 2011, generationCURE has **raised more than \$600,000** for amfAR through events in New York City, Los Angeles, and Washington, D.C.

CNVFILM F400

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amfAR GenerationCURE



GenCURE Social Media & Digital Content

Brands aligned with GenCURE have the ability to have exclusive access to this younger impact-driven cohort, through social media and digital content creation.



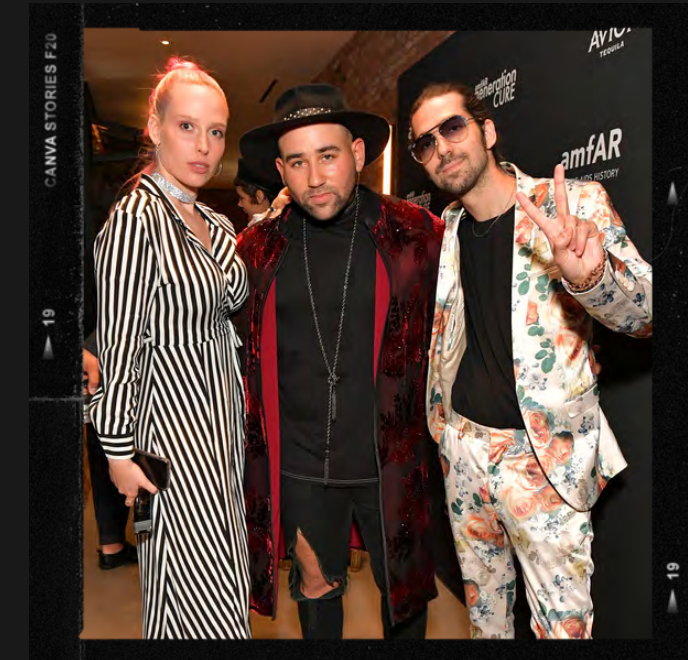
GenCURE Networking Mixers

GenCURE creates three to four mixers globally for passionate leaders wanting to make an impact around AIDS / HIV research. Brands are front and center at these popular events.



GenCURE Talks & Seminars

GenCURE holds a range of talks and seminars with leading scientists, health professionals, and leading wellness-driven leaders.



GenCURE Advisory Board

Brands have the ability to tap into the GenCURE Advisory Board, which helps to steer strategy and support around AIDS / HIV Research.

AMFAR 2023

A LOOK FORWARD

JANUARY

FEBRUARY

amfAR Meet The Scientists

MARCH

amfAR Gala: Palm Beach
March 11th

APRIL

amfAR Meet The Scientists

MAY

amfAR Gala: Cannes
May 25th

JUNE

amfAR Pride: New York
amfAR GenerationCURE

JULY

amfAR Meet The Scientists

AUGUST

amfAR Gala: Venezia

SEPTEMBER

amfAR Gala: New York

OCTOBER

amfAR Gala: Dallas Two x Two

NOVEMBER

amfAR Gala: Los Angeles

DECEMBER

amfAR Meet The Scientists
amfAR GenerationCURE



Thank you for your interest and time

**Please direct any further questions to Chris
Frederick, Director of Special Events**

Active opportunities are available for 2023 and beyond.
We'd love the chance to build out a custom proposal that
fits your goals and objectives.

Contact Us

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