GMHC’s (Gay Men’s Health Crisis) annual gala is one of the most high-profile and important LGBTQ+ fundraising events of the year. Since 2008, the gala has raised over $4 million to support the fight against AIDS.

This year, notable supporters from the world of philanthropy, finance, real estate, law, fashion, design, media, and politics will join us to honor GMHC’s history, celebrate our successes, and raise funds to sustain our vital programs. The evening includes a cocktail reception, dinner for approximately 350 guests, and the presentation of awards that salute outstanding achievements in activism and philanthropy.
Top: Chelsea Clinton accepts the Judith Peabody Award on behalf of her father, President William Jefferson Clinton, at the 2017 GMHC Gala.

Top Left: “Queer Eye’s” Bobby Berk and Fashion Designer Jason Wu

Left: Former New York City Council Speaker Corey Johnson and Black AIDS Institute founder Phill Wilson
In 2022, GMHC will present three awards to outstanding individuals who exemplify the qualities of the people for which they were named:

- The Joan H. Tisch Service & Philanthropy Award
- The Judith Peabody Humanitarian Award
- The Larry Kramer Activism Award

PAST AWARDEES INCLUDE:
GMHC Co-Founder, playwright, author, and activist Larry Kramer; President Bill Clinton; Philanthropist Joan H. Tisch (posthumously); Speaker Nancy Pelosi; Broadway Legend Chita Rivera; Screenwriter, producer and director Dustin Lance Black; Former Board Chair Robbie Kaplan; Barclay’s CEO Jes Staley; Activist Peter Staley; Philanthropist Louis Bradbury; Former New York City Council Speaker Corey Johnson; MSNBC Host Joy Reid; Black AIDS Institute founder Phill Wilson; Artist and activist Mary Fisher and many more.

About the Awards

Peter Staley, Chelsea Clinton, and Larry Kramer
Press & Media

GMHC’s annual gala has garnered widespread media attention and has been featured in a number of local and nationally recognized publications. GMHC’s website receives over 247,000 unique pageviews annually and 17,000 unique visits each month. GMHC and media sponsors have a combined social media audience of over 5 million.

<table>
<thead>
<tr>
<th>RECENT PRESS</th>
<th>SOCIAL MEDIA FOOTPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocate</td>
<td>13.2k+ followers @GMHC</td>
</tr>
<tr>
<td>OUT</td>
<td>22.1k+ followers @GMHC</td>
</tr>
<tr>
<td>The Village Voice</td>
<td>10.3k+ followers @GMHC</td>
</tr>
<tr>
<td>USA Today</td>
<td></td>
</tr>
<tr>
<td>New York Post</td>
<td></td>
</tr>
<tr>
<td>HuffPost</td>
<td></td>
</tr>
</tbody>
</table>
Event attendees will include over 350 influential business professionals, community leaders, and philanthropic donors who believe in GMHC’s mission to End the AIDS epidemic and uphold the civil rights of all in need.

With a median income of $225,000, our attendees are active consumers and highly influential both in New York City and within the LGBTQ community.

**Attendee Profile**

**ATTENDEE DEMOGRAPHICS**

- Arts: 11%
- Legal Services: 11%
- Financial Services: 18%
- Healthcare: 18%
- Entertainment: 21%
- Other: 21%

**ATTENDEE AGE**

- 45+ Years: 42%
- 35–44 Years: 40%
- 25–34 Years: 18%
About GMHC

GMHC is the world’s first and leading provider of HIV & AIDS prevention, care, and advocacy. GMHC provides holistic services including hot meals, legal assistance, housing support, workforce development, mental health services, and more to thousands of clients. Our mission is to fight the AIDS epidemic and uplift the lives of all affected.

130K+ ...provide over 130,000 meals annually via our Dining Room, which serves congregate hot meals five days each week supported by a robust volunteer program, and through our Keith Haring Food Pantry Program.

3K+ ...help us conduct more than 2,000 STI tests (including tests for Syphilis, Gonorrhea HCV & Chlamydia) and over 1,000 HIV tests each year.

3K+ ...provide over 3,000 mental health services annually combatting depression, anxiety, and other mental health issues faced by people living with and affected by HIV and AIDS.

7K+ ...provide over 7,000 substance use services annually, helping individuals to better manage use of substances and/or supporting abstinence from drugs or alcohol.

100% ...continue to ensure that 100% of our clients are connected to care after accessing services at our Testing Center regardless of their results.
Sponsorship Levels and Benefits

**Presenting: Two Tables of 12 / $100,000**
- Logo below event title with logo lock-up i.e. GMHC Gala presented by [BRAND]
- Meet & greet with honorees and VIP guests
- Premium logo placement on displays during event
- Inclusion in event email blasts (distribution of ~ 30K)
- Mention in press outreach
- Integration in social media promotions
- Full screen color ad in digital journal
- Premium seating
- Logo placement on all event materials, e-blasts, signage, and step-and-repeat
- Opportunity to contribute to gift bag
- Listed as presenter and host on event materials

**Diamond: Two Tables of 12 / $50,000**
- Meet & greet with honorees and VIP guests
- Premium logo placement on displays during event
- Inclusion in event email blasts (distribution of ~ 30K)
- Mention in press outreach
- Integration in social media promotions
- Full screen color ad in digital journal
- Premium seating
- Logo placement on all event materials, e-blasts, signage, and step-and-repeat
- Opportunity to contribute to gift bag
- Listed as sponsor and host on event materials

**Gold Table: One Table of 12 / $35,000**
- Inclusion in two email blasts (distribution of ~ 30K)
- Mention in press outreach
- Full screen color ad in digital journal
- Prime seating
- Logo placement on invitation and e-blasts
- Opportunity to contribute to gift bag
- Listed as host on event materials

**Silver Table: One Table of 10 / $25,000**
- Preferred seating
- Half screen color ad in digital journal
- Listing on invitation
- Opportunity to contribute to gift bag
- Listed as host on event materials

**Bronze Table: One Table of 10 / $15,000**
- Listed as host committee on event materials
- Half screen ad in digital journal
Thank you!

Lesley Enston
Events Specialist
Lesleye@gmhc.org