

34 Years of **The**
Latex
Ball

GMHC

END AIDS. LIVE LIFE.

JUNE 3, 2023 | TERMINAL FIVE | NEW YORK CITY

About *The Latex Ball*

Since 1989, GMHC's Latex Ball has been the largest annual event of the international House & Ball community.

The Latex Ball utilizes the Triple E—Education, Entertainment, and Empowerment—approach to HIV prevention, harm reduction, and positive sexual health messaging. The event features competitions in dance, voguing, and fashion, and incorporates messaging that links the community to resources that help prevent the spread of HIV.

Today, the Latex Ball is attended by thousands of people including celebrities, designers, and models like writer/producer Ryan Murphy, superstar Janet Jackson, actress Raven-Symoné, fashion designer Patricia Field, singer Estelle, activist and author Janet Mock, TV star EJ Johnson, iconic performer Kevin Aviance, and “Pose” stars MJ Rodriguez and Dominique Jackson—alongside members of the House & Ball community.



The Latex Ball: Have an Impact

The House & Ball community are the original influencers.

From the margins to the mainstream, from Madonna's Vogue to Ryan Murphy's "Pose," this community has inspired fashion, music, and culture for the past hundred years. The Latex Ball continues this tradition while raising awareness, fighting stigma, and providing vital resources.

Our attendees include over 3,500 young, socially savvy tastemakers and our robust press and social amplification reaches tens of thousands more annually. Today, House & Ball culture has risen to a new height of mass media appeal and this cultural phenomenon is celebrated on award-winning shows like "Pose," HBO Max's "Legendary" and "RuPaul's Drag Race." In 2023, this resilient and inspiring community is in the spotlight more than ever and we need your partnership and support to continue this legacy.



The Latex Ball: Your Support Will...

125K+

...provide nearly 125,000 meals to our community annually, through our Grab-and-Go food distribution program, which provides meal bags and shelf-stable congregate meals

4.9K+

...help us conduct more than 4,900 STI tests (including tests for Syphilis, Gonorrhea, HCV, & Chlamydia)

4K+

...engage over 4,000 young people of color through direct training and community action projects who in turn will reach tens of thousands more in their communities

3K+

...provide for over 3,000 annual individual encounters with LGBTQ+ youth through our HIV Prevention Services and our community partnerships

100%

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

The Latex Ball: Sponsorship Levels

	PRESENTING \$100,000	PIONEER \$50,000	HALL OF FAME \$35,000	ICON \$20,000	LEGEND \$10,000	STATEMENT \$5,000	STAR \$2,500
Branded VIP top floor	✓						
Video Message/Speaking Opportunity (during event)	✓	✓					
Co-Branded Email Blast to GMHC list	✓	✓	✓				
Banner at the Event (provided by sponsor)	✓	✓	✓	✓	✓		
Recognition in Press Release (distributed to high-profile media outlets)	✓	✓	✓	✓	✓	✓	
Tabling Opportunity	Yes	Yes	Yes	Yes	Yes	Yes	
Onstage Thank You	✓	✓	✓	✓	✓	✓	✓
Complimentary Ticket Package	20 Tickets	10 Tickets	8 Tickets	6 Tickets	4 Tickets	2 Tickets	2 Tickets
Recognition on GMHC.org w/ Link	Large Logo	Large Logo	Medium Logo	Medium Logo	Small Logo	Small Logo	Small Logo
Social Media Recognition (June 2023)	4 Posts over 30 days	3 Posts	2 Posts	2 Posts	1 Post	1 Post	1 Post
Logo on Video Loop during Ball	✓	✓	✓	✓	✓	✓	✓

Please Note: There are additional opportunities for in-kind donations, prize donations, and gifting. Please contact us for more information. As GMHC is a 501(c)3 organization, financial and in-kind sponsorships are tax-deductible to the fullest extent of the law. We also look forward to hearing your ideas for engaging our network.

The Latex Ball: Custom Sponsorships

The Latex Ball is GMHC's most unique event, and therefore we encourage one-of-a-kind sponsorships.

We are pleased to work with you to create a custom partnership that highlights your brand's singular assets to our audience.



The Latex Ball: Press & Media Coverage

GMHC's reach is influential. Press and media coverage of the Latex Ball has included:



30k+ followers / 6.2MM+ impressions

@GMHCNYC @THELATEXBALL



22k+ followers / 740K+ impressions

@GMHC



11.2+ followers @GMHC

#latexball

The Latex Ball: Heritage

House & Ball culture was born many decades ago in Harlem. Today, the community includes over 20,000 in New York City, with thousands more worldwide.

The House & Ball community is made up of houses which act as supportive social structures for LGBTQ+ youth. This structure provides a surrogate family for those whose sexual orientation often results in rejection and homelessness. As a surrogate family, a house has a house mother, house father, and children who take on the house name as their surname. Balls are events at which house members walk (or compete) for trophies, cash prizes, or respect. Participants often dance or vogue, while others compete across a variety of categories that celebrate fashion, culture, and art. Members of these houses, both young and old, regularly compete in balls and other related activities throughout the year.

The Latex Ball: Thanks & Contacts

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