MUSIC AND ART FIGHT CANCER

The Midsummer Angel Gala 2020

YOUNG PROFESSIONALS COMMITTEE OF GABRIELLE’S ANGEL FOUNDATION FOR CANCER RESEARCH

PRESENTS

The Midsummer Angel Gala 2020

MUSIC AND ART FIGHT CANCER

Thursday June 25th, 2020
Classic Car Club, New York
OUR OBJECTIVE

The Midsummer Angel Gala was born from the desire of young professionals to give back and make a difference in the fight against cancer.

The event committee features many young professionals with extensive social media reach and engagement which will be actively utilized for event and sponsor promotion.

Gabrielle’s Angel Foundation for Cancer Research was created in memory of Gabrielle Rich Aouad who died of leukemia in 1996 at the age of 27. It was her wish and vision that a foundation be created to fund research so that others would not suffer as she did.

Gabrielle’s Angel Foundation funds the best and brightest young scientists who are searching for better treatments, preventions and cures for leukemia, lymphoma and other blood cancers. The Foundation also funds music therapy programs at select hospitals. Gabrielle believed that “music heals the soul” and the music therapy program was created to honor her love of music and helping others.

All proceeds from the Midsummer Angel Gala will support the Foundation’s music therapy and research programs.

“\nIn the past two decades the Foundation has funded over $37 million in research grants, and 92 cents of every dollar goes directly to our mission to #curecancernow.”
On the 24th of June, young supporters of Gabrielle’s Angel Foundation gathered to celebrate and raise crucial funds for Cancer Research and music therapy, in the light of a midsummer theme soirée.

On our sold out event, over 230 guests wearing yellow and white in keeping with the night’s theme, were immersed in floral installations, enjoyed cocktails, canapé’s, live performances, and opportunities to bid on rare collectibles, artwork and travel experiences inspired by art and music.

Supporters enjoyed a night of joyful revelry with performances by musicians including award winning singer Johnny Manuel; a finalist on America’s Got Talent and singer of chart topping “Blind Faith.”

Over 230 guests attended the gala which sold out 2 weeks in advance.
A Midsummer Night’s Dream...
Other entertainers supporting the night included: leading New York based DJ Celeste Greenberg, who has been at the nexus of fashion, music and night-life for over 15 years - the go-to DJ for fashion parties and cultural trendsetters, as well as DJ Coco Robert - named the “Hottest DJ at Fashion Week” by the New York Post. This year, Coco has performed on Juice Wrld’s The World Domination Tour, Wiz Khalifa and Rae Sremmurd’s Dazed and Blazed Tour, and Lil Pump’s Harvard Dropout Tour.

The event was held at The Fleur Room, NYC and the venue was transformed into a whimsical garden adorned with thousands of roses which housed live drawing artist Caritas Young and other surprise guests who provided a magical, immersive experience in which guests took part in activities such as floral crown making and art.

The event raised over $110,000 for the Foundation’s mission to cure cancer!

The inaugural event was the first of what will be an annual fundraiser associated with the younger generation of the infamous Angel Gala, held annually at Cipriani in the fall.
A Night To Remember...

Julija Nikonovaite

Karina Hoffman, Thamika Morais and Meki Saldana

Serena Kerrigan
EVENT PRESS

**Gabrielle’s Angel Foundation Midsummer Party: PHOTOS**

Jessica Mathews, Joey Zanger, Tawn Kuyper and more celebrated the foundation’s Midsummer Angel Gala, honoring Fashion designer Andrew Warren, in photos by Emily Smith, Dresses by Caroline Greenberg and Coco Hobbes.

**Heavenly Buddies**

Andrew Warren — the creator of women’s line Binx Bay — was honored at a gala for Denise Rich’s Gabrielle’s Angel Foundation for Cancer Research. Socialites were white and yellow for the gala held at the Dorchester in New York, where they were given the Michael and grandmother Blumer, “Gentleman’s Sack Taper” awards. Artists with background in fashion and dance, designer Gabrielle, and Coco Hobbes.

**20 MILLION+ Social media reach**

This week Gabrielle’s Angel Foundation hosted the Midsummer Angel Gala, raising nearly $100,000 to benefit children with cancer. Designer Andrew Warren was honored with a leadership award at the event.
@twan 7,3M followers
@joycorrlgan 674K followers
@prillikaswarup 490K followers
@adwarren 199K followers
@cocothedj 95K followers
@johnnymmanuel 60K followers
@jasonbinn 450K followers
@TKWONDER 166K followers
@jessicamarkowski 180K followers
@mrbgb 55K followers
@avadash 76K followers
@serenakerrigan 40K followers
@johnnymanuel 60K followers
@twan 7,3M followers
@joycorrlgan 674K followers
@prillikaswarup 490K followers
@adwarren 199K followers
@cocothedj 95K followers
@johnnymmanuel 60K followers
@jasonbinn 450K followers
@TKWONDER 166K followers
@jessicamarkowski 180K followers
@mrbgb 55K followers
@avadash 76K followers
@serenakerrigan 40K followers

INFLUENCER ATTENDANCE
This year’s Midsummer Angel Gala will be held at The Classic Car Club Manhattan, New York on Thursday June 25th.

Established in London in 1995, Classic Car Club is an exclusive private members’ club for people who love the joy of driving classic cars but not the heartache of looking after them.
Gabrielle’s Angel Foundation’s Young Professionals Event is a volunteer-led fundraiser that relies on corporate sponsorships, ticket and table sales, and auction revenue to reach its goals.

We can create a bespoke sponsorship proposal to suit each of our partners’ marketing and business objectives. We are actively looking for monetary sponsors, in-kind donors, donations of goods or services, and auction donors.

The Young Professionals Committee partners with Charitybuzz.com to create a curated online auction that in 2019 raised more than $50,000! Charitybuzz has an affluent donor base all over the world which makes it a perfect platform to showcase your product. Auction items include artwork, luxury goods, travel experiences, and celebrity and business meet-and-greets!

All donors and sponsors are featured on Gabrielle’s Angel Foundation’s website and in our newsletter which is sent to over 6,000 supporters. Donors will also receive dedicated social media posts.

Corporate support is vital to our success, and we will work with you to showcase your company or brand to ensure maximum exposure.
PRESENTING SPONSOR BENEFITS

• Minimum donation of $25,000 (tax deductible)
• Included in all media alerts and press materials as “presented by”
• Primary placement of logo on step and repeat
• Photo-booth activation/ownership with logo inclusion
• Thank you mention from the stage/ participate in presentation of honoree award
• Logo inclusion on Save the Date + Invitation
  • Brand activation + gifting opportunities
    • Access to promotional photos
• Cross promotional opportunities with GAFYPC
• Sponsorship inclusion/branding of Official Kick-Off Event
• Sponsorship inclusion/branding of Official After Party
  • Premium corporate sponsor table for 8
### GOLD SPONSOR BENEFITS

- Minimum donation of $15,000 (tax deductible)
- Logo inclusion inside the event
- Opportunity for brand activation and gifting
- Access to promotional photos
  - Media recap of event
  - 6 tickets to attend the event

### SILVER SPONSOR BENEFITS

- Minimum donation of $5,000 (tax deductible)
- Opportunity for brand activation and gifting
- 6 VIP tickets to attend the event
2019 EVENT SPONSORS

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Handmade
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Thank you for considering support of the Midsummer Angel Gala 2020!

Proceeds benefit Gabrielle’s Angel Foundation for Cancer Research

Gabrielle’s Angel Foundation is a 501©(3) non-profit organization Tax ID #: 13-3916689

“Love defies all pain, even death.”

The work of Gabrielle’s Angel Foundation for Cancer Research continues in her honor and memory.
Gabrielle’s strength and wisdom live on in her own words.

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