



**FRIENDS OF GABRIELLE'S
ANGEL FOUNDATION FOR
CANCER RESEARCH**

PRESENTS

*The Midsummer
Angel Gala*

MONDAY JUNE 24, 2019

'The Fleur Room' 105 W 28th St, New York, NY

MUSIC AND ART FIGHTS CANCER





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**In the past two decades
the Foundation has
funded over \$35 million in
research grants, and 92
cents of every dollar goes
directly to our mission to
#curecancernow**

”

Our Objective :

The Friends of Gabrielle's Angel Foundation Midsummer Angel Gala was born from the desire of young professionals to give back and make a difference in the fight against cancer. Chaired by Hugh Barton, Chimere Cisse, Julija Nikonovaite, Thomas E. Pierce II and Alexander Ulvsgard, the event on June 24th will feature cocktails and a DJ in a dreamy midsummer night's setting. The event committee features many young professionals with extensive social media reach and engagement which will be actively utilized for event and sponsor promotion.

All proceeds will go towards Gabrielle's Angel Foundation's support of music therapy. Music therapy provides one on one patient and family care with bedside visits. Music helps to relieve symptoms such as pain, anxiety, isolation and provides solace to patients at end stage of their disease. Gabrielle believed that “Music Heals the Soul” and this program was created with her love of music and of helping others in mind. Gabrielle's Angel Foundation for Cancer Research was created in memory of Gabrielle Rich Aoaud who died of leukemia in 1996 at the age of 27. It was her wish and vision 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 and art therapy.



The Venue :

THE FLEUR ROOM

105 W 28th St, New York, NY

The glass-encased lounge located in Chelsea has stunning 360-degree views of the Manhattan skyline, from the Statue of Liberty to the Empire State Building. Recognized as the highest nightclub in New York City, the Fleur Room has quickly earned a spot among A-listers as one of the hottest rooftop lounges to open in years. The bar's elegant floral motif is the ideal setting for the whimsical Midsummer Night Party.

Guests will feel at home with the bar's botanical theme with rich floral fabrics, a copper-clad bar, a water droplet chandelier, and a massive vintage disco ball that once graced the infamous LA club Vertigo.

The stunning venue is situated right in the centre of the original flower district, a perfect home for our inaugural year of the fundraiser with The Fleur Room being hugely supportive in helping realise our dreams of being the most sought after party ticket of the summer.

Sponsors will benefit from the buzz surrounding the newly opened club with endless opportunities for publicity and a stunning backdrop for photos.

@FleurRoomNY



The Night :

On the 24th of June, young supporters of Gabrielle's Angel Foundation will gather to the light of midsummer theme soirée, to celebrate and raise crucial funds for music therapy.

200 guests, wearing yellow and white in keeping with the night's theme, will be immersed in floral installations, while enjoying cocktails, canapé's, live performances, and opportunities to bid on rare collectibles, artwork and travel experiences inspired by art and music.

Supporters will enjoy 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".

Other entertainers supporting the night include 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 Harverd Dropout Tour.

Live drawing artist Caritas Young and other surprise guests will provide a magical, immersive experience for guests to enjoy activities such as floral crown making and art, whilst the venue will be transformed into a whimsical garden adorned with thousands of roses. The inaugural event will be 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.



Our Hosts :



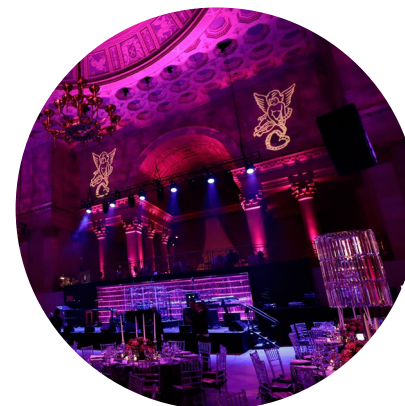
HONOREE

Andrew Warren



CHAIRS

Thomas E. Pierce II
Chimere Cisse
Alexander Ulvsgard
Julija Nikonovaite
Hugh Barton



HOST COMMITTEE

Ayaan Ahmed	Jacob Busch
Alex Assouline	Julian Pollack
Anastassia Lysenko	Justin Galloway
Anna Lundblad	Kim Hoedeman
Anna Prayatibratova	Lidiya Maltseva
Anna Zege	Makenzie Naftali
Ben Kotler	Marina Testino
Brendan Brown	Michael Pascal
Connor Kennedy	Neal Batra
Danielle Naftali	Rebecca Hackl
Eline Syrdalen	Serena Kerrigan
Ilana Maskin	Zakiya Ansley

Meet your Chairs -

YOUNG PROFESSIONALS MAKING A DIFFERENCE



THOMAS E. PIERCE II

Thomas is an entertainment/media executive turned producer. Thomas obtains a successful track record in; developing integrated partnerships, producing brand activation's and experiential events, securing sponsorship surrounding cultural impact moments, and in building cross-promotional alliances for brands in studio and independent films. As a marketer/producer he puts the audience first gravitating to human stories inspired by true events to create positive social change. With a vast personal and professional network Thomas brings an array of essential production resources to the table from development to delivery. After consulting in London for Arianna Huffington and The WorldPost Conference, Thomas founded Pierce Media & Associates in July 2015 upon his return to New York. The idea behind PMA, was to build a diverse portfolio working with powerful brands on creative marketing strategies and special projects.



CHIMERE CISSE

Chimere Cisse is a Global Communications & Media Consultant with over 10 years' industry experience including senior PR positions at Burberry, Harper's Bazaar and ELLE UK magazines and consulting to organizations including the United Nation's Ethical Fashion Initiative and the British Council. Her clients work in the fields of design, architecture, and the arts. Chimere's collaborators are all progressively creative and concerned with purpose driven missions. A fervent arts ambassador having contributed to the Venice Biennale and international art organizations, Chimere is also a judge at graduate fashion week, lectures on PR for Fashion Scout. Chimere is currently involved in improving the representation of women of colour in media, as well as mentoring young talent of tomorrow.



ALEXANDER ULVSGARD

Entrepreneur / Co-Founder / Head of Business Development at Noctem Group

Alex started his career at PMI in Lausanne, Switzerland under the leadership of Mr. Maurizio Arrivabene. In 2012/13 Alex consulted for Televisa, Latin America's largest network, reaching over 200 million viewers. In 2015 Alex went on to launch Noctem Group a New York based event production and marketing company with a focus on technology in the hospitality industry. In 2016 Alex and his team launched San Remo Café, an art infused café/lounge in SoHo, New York. Noctem have worked with artists such as Julian Schnabel, Richard Hambleton, Bruch High Quality, Bradley Theodore, Maripol, Barron Claiborne, The Wu-Tang Clan and companies such as Rocnation, Roc-A-Fella, 1Oak/Butter Group, Tao Group, Members Only and Mercedes-Benz amongst others, whilst hosting organizations such as Artists for Peace and Justice founded by Paul Haggis and UNICEF. In 2018, Alex joined Redhill and RH Capital Partners under the leadership of Mr. Russell Dixon.



JULIJA NIKONOVAITE

Julija is a residential real estate expert at Douglas Elliman who markets and sells luxury properties throughout Manhattan. She works extensively with foreign buyers and investors providing guidance and closing sophisticated deals. As an integral part of The Penson Team, Julija has a successful history of selling new developments, including trophy buildings such as 432 Park Avenue, The Olympic Tower, Columbus Circle, and others.

Julija is a former classical pianist who grew up studying and performing piano throughout Europe and the U.S. She is a graduate of New York University.



HUGH BARTON

Hugh Barton is Co-Founder of LVH Global, a leading provider of full service, ultra-luxury home sharing services focused on the needs of world's most discerning travelers and property owners. Hugh previously held leadership roles with multiple high growth technology companies in the financial services, healthcare and media sectors. Graduate from the Wharton School of Business.



Corporate Support

WITHOUT OUR PARTNERS THIS PROGRAM WOULD NOT BE POSSIBLE

Supporting through sponsorship will ensure we reach our monetary goals. Large or small we can create a bespoke sponsorship suited to each of our partners.

Donations of monetary support, products, goods or services are needed across the board.

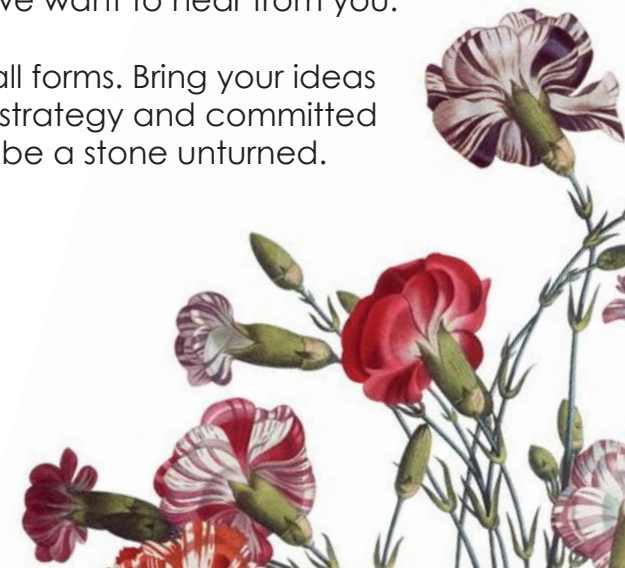
Presented by **Charity Buzz**, auction items are needed. The auction will be inspired by art and music and give guests the opportunity to win experiences and collectables.

Whether you're interested in hosting a large group, want to entertain clients, or simply support our cause, your patronage is appreciated and we want to hear from you.

Added value partners come in all forms. Bring your ideas to the table. With a full scale PR strategy and committed Young Professionals there won't be a stone unturned.



CHARITYBUZZ
DO GOOD LIVE WELL



Sponsor Benefits :

PLATINUM SPONSOR BENEFITS

- Minimum donation of \$15,000 (tax deductible)
- Primary placement of logo on step and repeat
- Photo-booth activation/ownership with logo inclusion
- Included in all media alerts and press materials as “presented by”
- Thank you mention from the stage
- Logo inclusion on all press materials + invitations
- Brand activation + gifting opportunities
- Access to promotional photos
- Media recap of event
- Premium Corporate sponsor table for 8

SILVER SPONSOR BENEFITS

- Minimum donation of \$10,000 (tax deductible)
- Logo inclusion on gobo's throughout
- Opportunity for brand activation and gifting
- Access to promotional photos
- Media recap of event
- Corporate sponsor table for 6

GOLD SPONSOR BENEFITS

- Minimum donation of \$5,000 (tax deductible)
- Logo inclusion on all press materials + invitations
- Opportunity for brand activation and gifting
- Corporate table for 6





Tickets & Tables

INDIVIDUAL TICKETS

Early Bird tickets: \$125 (May 1st-May 15th)

Regular tickets : \$150

VIP TABLES

Angel \$2,500

Includes entry for 6 people, a dedicated table at the event, and 3 premium bottles

Rockstar \$3,500

Includes preferred VIP Seating, 8 tickets, and 4 premium bottles

Available for purchase at:

www.gabriellesangels.org/midsummer-gala



Gilbert Auction

AN AUCTION INSPIRED BY MUSIC, ART AND TRAVEL

AUCTION DONOR BENEFITS

The Online Auction will feature a Music, Art, and Travel curation of experiences and rare opportunities aligned with the theme and cause. Items will consist of VIP access to premiere events, destinations, artwork inspired by music, memorabilia, and unique luxury goods.

All donors to be featured on Friends of Gabrielle's Angel Foundation Site under supporters and contributors, Social Media promotion of the auction with brand and logo inclusions across committee's social channels to promote bidding, content will be created.

Listed with logo inclusions on Newsletter to be sent out to 4,000+ New Yorkers in their 20's and 30's. Exposure in front of young professionals with median income of \$80,000

Secured Prizes:



A stay at Ibiza's most luxury villa 'Villa Can Nemo'



Maria Kreyn Art Work



Miami Art Basel Experience

Proceeds benefit Gabrielle's Angel Foundation Music Therapy Program

Gabrielle's Angel Foundation is 501(c)(3) non-profit organization. Tax ID: 13-3916689



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