

amfAR

MAKING AIDS HISTORY

AWARENESS & FUNDRAISING CELEBRITY SHOWCASE FOR HIV / AIDS

amfAR GALA HONG KONG

MARCH 2020

Now in its sixth year, amfAR Gala Hong Kong has established itself as one of the city's premier charity events, raising more than US\$17 million for amfAR's lifesaving HIV/AIDS research programmes.

Attracting over 200 of the world's top celebrities, entertainment industry elite, and international society, amfAR Gala Hong Kong is held during Art Basel Hong Kong, offering great branding and marketing opportunities for sponsors looking for regional visibility.

amfAR GALA HONG KONG 2020 will feature a performance from an international artist, to be confirmed, and will attract the world's press all vying to witness first-hand this spectacular event.

amfAR Gala Hong Kong 2019 was held at the brand new Rosewood Hong Kong and honored entrepreneur and philanthropist Adrian Cheng, with businesswoman Pansy Ho serving as Honorary Chair. International recording artist Nicole Scherzinger and Chinese singer-songwriter Lay Zhang gave special performances.

STAR-STUDED CAST

Previous amfAR hosts, performers, and guests include: Victoria Beckham, Naomi Campbell, Jimmy Choo, Wu Chun, Liam Hemsworth, Kylie Minogue, Gwyneth Paltrow, Mark Ronson, Uma Thurman, and many more...

We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with amfAR GALA HONG KONG 2020, including: Title & Presenting Sponsors; Official Partners; Official Media Partners.

The event is organised by amfAR, The Foundation for AIDS Research, one of the world's leading nonprofit organisations in the fight against AIDS. Founded in 1985, today amfAR is spearheading the search for a cure for HIV and has invested \$50 million in cure-focused research in just the last five years. It is the largest funder of HIV cure research among philanthropic organisations worldwide.



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 **About 5,600**

people contract HIV every day -
more than 200 every hour

770,000

people died due to AIDS-related
illnesses in 2018

About 1 in 5

people do not know that
they are infected

80

In 2018, amfAR-funded
researchers generated 80
scientific papers in leading
peer-reviewed journals



3,300+ Grants

Awarded by amfAR to
research teams worldwide

HIV/AIDS 

amfAR supports AIDS research,
prevention, treatment education,
and advocacy, and is leading
the search for a **cure**



\$550+ Million

amfAR invested in its programmes
since it was founded in 1985

1/3 **More than a third**

of all people living with HIV don't
have access to lifesaving treatment

Nearly 38 million people

worldwide are living with HIV, including
1.7 million under the age of 15

\$50 Million

amfAR's Investment in
cure-focused research
projects since 2015

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amfAR CELEBRITY SUPPORTERS

Previous amfAR honorees, hosts, performers, and guests include:

- | | | | |
|------------------|--------------------------------|-----------------|-----------------------|
| Victoria Beckham | Tom Ford | Lady Gaga | Mark Ronson |
| Harry Belafonte | Bill Gates | John Legend | Diana Ross |
| Andrea Bocelli | Jean Paul Gaultier | Annie Lennox | Kelly Rowland |
| Jonny Buckland | Boy George | Courtney Love | Patti Smith |
| Mariah Carey | Ellie Goulding | Chris Martin | Ringo Starr |
| Cher | Kate Hudson | Nicki Minaj | Shaggy |
| Miley Cyrus | Janet Jackson | Kylie Minogue | Sting |
| Clive Davis | Sir Elton John & David Furnish | Ryan Murphy | Robin Thicke |
| Rosario Dawson | Grace Jones | Katy Perry | Diane von Fürstenberg |
| Jason Derulo | Heidi Klum | Emma Roberts | Dita Von Teese |
| DNCE | Michael Kors | Julia Roberts | Stevie Wonder |
| Duran Duran | Patti LaBelle | Carine Roitfeld | Michelle Yeoh |

2020 MARQUEE EVENTS

Ranging from small cocktail parties and store openings to art auctions and international galas, amfAR's benefit events raise both vital funds and AIDS awareness.

The following events are planned for 2020.

Date	Event	City / Country
January	amfAR Thailand	Phuket, Thailand
February	amfAR Gala New York	New York, USA
February	amfAR Mexico City	Mexico City, Mexico
March	amfAR Gala Hong Kong	Hong Kong, China
May	amfAR Gala Cannes	Cap d'Antibes, France
June	generationCURE Solstice	New York, USA
July	amfAR Paris Dinner	Paris, France
September	amfAR Gala Milano	Milan, Italy
October	amfAR Gala Los Angeles	Los Angeles, USA
November	amfAR Celebrity Poker Tournament	San Francisco, USA
December	generationCURE Holiday Party	New York, USA



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PACKAGES

We have developed sponsorship packages to suit differing levels of budget and branding needs...

TIER 1: TITLE & PRESENTING SPONSORS

- One Title Sponsor with naming rights to the event
- One Presenting Sponsor with naming rights to the event

TIER 2: OFFICIAL PARTNERS

- Up to six Official Partners from non-competing categories

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 Official Suppliers providing goods and services essential to the event
- Up to 10 Media Partners providing advertising and guaranteed editorial essential to the event

WHY GET INVOLVED?

amfAR routinely holds gala fundraising events in Cannes, New York, Dallas, Los Angeles, Milan, Paris, São Paulo, Hong Kong, San Francisco and other major cities.

Drawing diverse guests from the worlds of film, fashion, the arts, business, and international society, these events consistently receive widespread media coverage.

Sponsorship packages include a range of benefits, including:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

Sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

- New client acquisition
- Publicity through a global marketing campaign
- Access to a highly exclusive network
- Promoting sponsors as industry leaders
- Enhancing corporate image and brand exposure
- Adding value to a brand's marketing campaign
- Generating direct access to target markets

A company's participation in amfAR GALA HONG KONG 2020 not only strengthens awareness of its products and services to an audience of important decision-makers but also more importantly confirms its position as an industry leader.



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MAIN BENEFITS

BRAND EXPOSURE

The opportunity to integrate with amfAR GALA HONG KONG 2020.

NAMING RIGHTS
TO THE EVENT

EVENT BRANDING

EXHIBITOR PRESENCE

MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Hong Kong media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

amfAR GALA HONG KONG 2020 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Celebrities; Event Highlights; Onsite Promotion; and Press Conferences.

The PR campaign ensures wide coverage both during and after the event, featuring:

- Media engagement and editorial in business, lifestyle, luxury and travel magazines
- Features on the topics at the event
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

MEDIA PARTNERS

Guaranteed coverage with our Media Partners - currently being confirmed.

ADVERTISING

A media-wide advertising campaign will begin months before the event, focusing on industry, news, lifestyle and business publications enhanced with editorial content.

amfAR GALA HONG KONG 2020 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets. By working with a comprehensive range of media, the event is widely promoted across both international and local stages.

In addition to print and online coverage, direct mails, e-newsletters and the promotion of the event's news via social media are all used to deliver the event's message to the target audience.

DIGITAL & SOCIAL RIGHTS

Exposure through...



<https://twitter.com/amfAR> - 43.6K Followers



www.amfar.org



<https://www.instagram.com/amfar/> - 162K Followers



<https://www.linkedin.com/company/amfar-the-foundation-for-aids-research/> - 2,560 Followers



<https://www.facebook.com/amfarthefoundationforaidsresearch/> - 74,272 Likes

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MAIN BENEFITS

EXPERIENTIAL RIGHTS

amfAR GALA HONG KONG 2020 is a major opportunity to target celebrities and high net worth individuals - who are all major influencers.

HOSPITALITY & NETWORKING RIGHTS

amfAR GALA HONG KONG 2020 offers a plethora of fantastic opportunities to entertain customers, clients and executives in Hong Kong. This is an excellent way to do and promote your business through a number of opportunities including:

- Gala Dinner & Live Auction
- Live Performance & After Party

MERCHANDISING RIGHTS

We offer our Sponsors, Partners, Supporters and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, amfAR GALA HONG KONG 2020 Welcome package.



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PROGRAMME

amfAR's TREAT Asia programme has been improving HIV treatment and care throughout the Asia-Pacific region for the past 18 years, making Hong Kong an ideal location.

amfAR GALA HONG KONG 2020 is part of a series of events that will introduce amfAR's research programmes to a regional audience. The event will highlight amfAR's TREAT Asia (Therapeutics Research, Education, and AIDS Training in Asia) programme, a model of regional collaboration on HIV/AIDS for almost two decades.

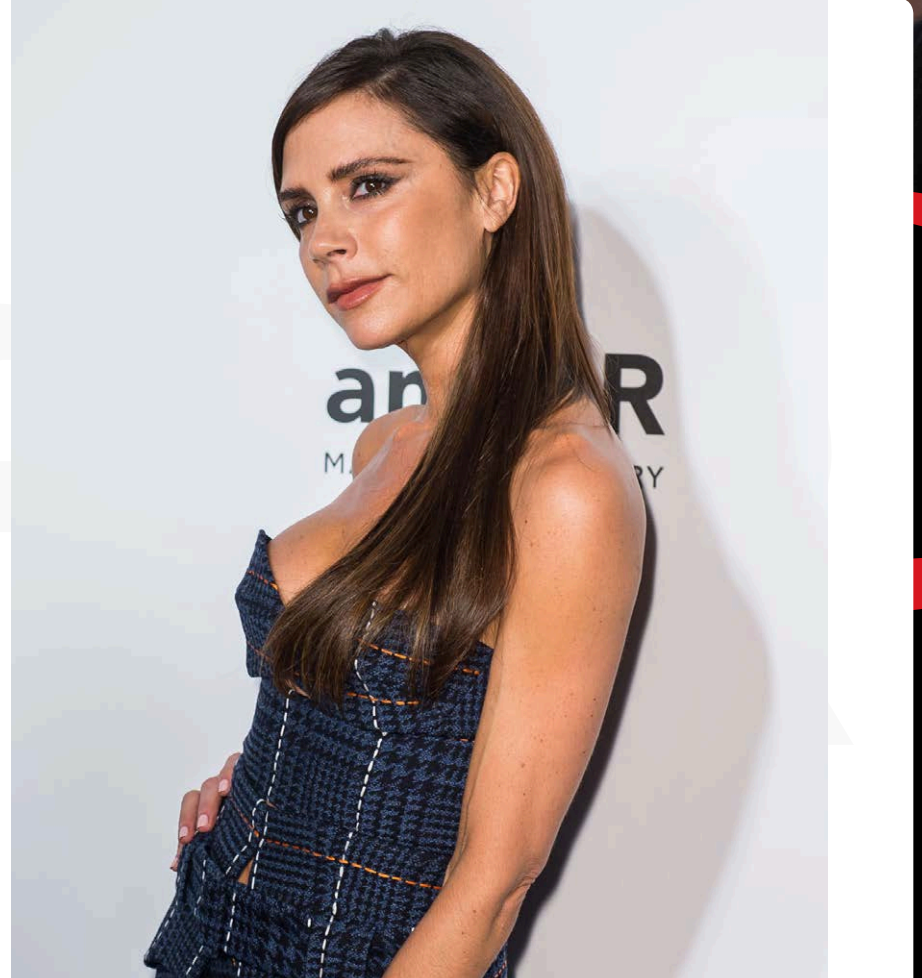
amfAR GALA HONG KONG 2020 includes:

- Cocktails
- Gala Dinner & Live Auction
- Live Performance with an international music act
- After Party – immediately following the performance

WHO SHOULD SPONSOR?

amfAR GALA HONG KONG 2020 is a great opportunity for businesses associated with a cause-related marketing, celebrity event and is a perfect match for businesses in the following sectors:

Airlines	Fashion	Property
Alcohol	Hotels & Hotel Services	Security
Beauty	Insurance	Sports Tourism
Communications	Jewellery	Technology
Cosmetics	Luggage	Transport
Financial Services	Luxury	Watches
Fine Cuisine	Professional Services – Accountants, Lawyers	Web-based Services



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ABOUT amfAR

amfAR, The Foundation for AIDS Research, is dedicated to ending the global AIDS epidemic through innovative research. Since its founding in 1985, amfAR has accelerated the pace of HIV/AIDS research and contributed to numerous breakthroughs that are extending and saving lives around the world.

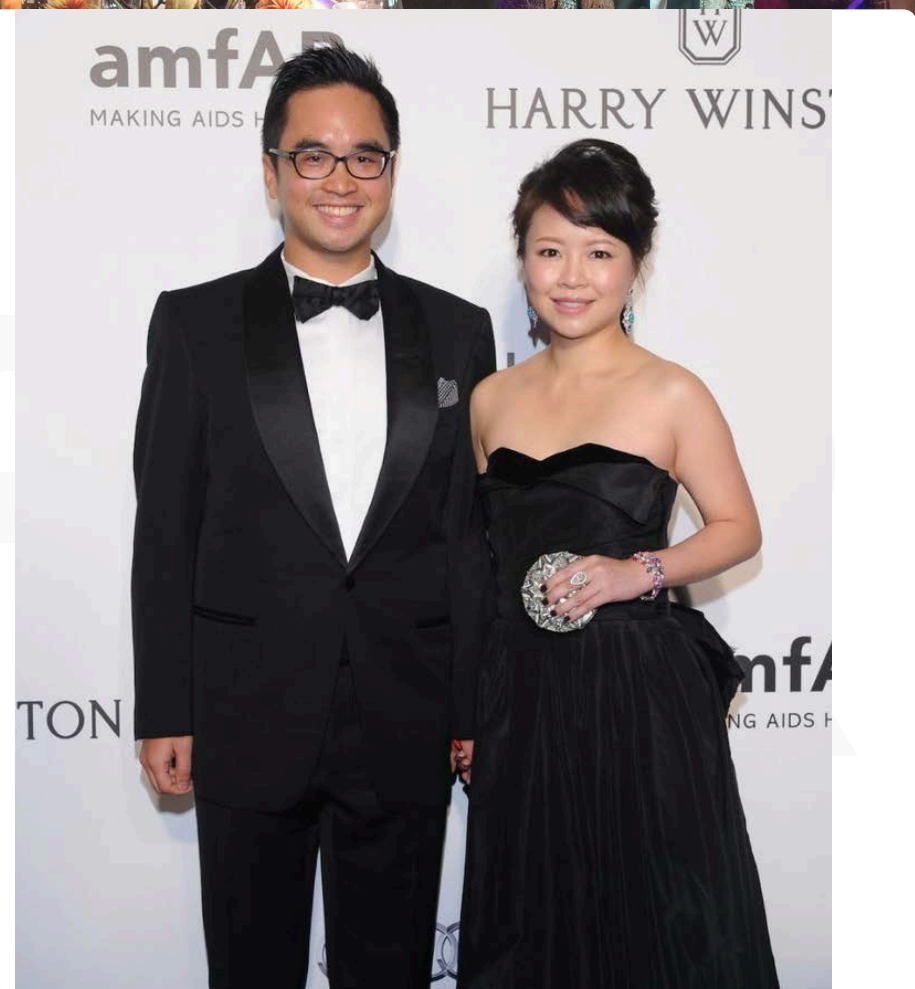
Through its Research programme, amfAR is advancing efforts to prevent HIV infection in those who are vulnerable and to improve treatment for people living with HIV/AIDS, with the ultimate goal of eradicating the virus. Today, amfAR is the largest funder of HIV cure research among philanthropic organisations worldwide.

amfAR's TREAT Asia programme is a network of clinics, hospitals, and research institutions working with civil society to ensure the safe and effective delivery of HIV/AIDS treatments throughout Asia and the Pacific. TREAT Asia's unique capacity to bring together researchers, doctors, activists, advocates, and policymakers has made it a model for regional collaboration on HIV/AIDS.

Informed by thorough research and analysis, amfAR is a highly respected advocate of rational and compassionate AIDS-related public policy. The Foundation's Public Policy programme is engaged in efforts to increase investments in HIV/AIDS research; ensure a robust response to the global epidemic; expand access to prevention, treatment, and care; and protect the civil rights of all people affected by HIV/AIDS.

Through its Public Information programme, amfAR generates awareness of the need for better treatment and prevention methods, and publishes educational materials on important AIDS-related research, treatment, prevention, and policy issues. As a respected voice on HIV/AIDS, amfAR frequently provides media commentary on research developments and other aspects of the epidemic.

www.amfar.org



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PREVIOUS SPONSORS

Research shows that an association with leading nonprofit organisations such as amfAR makes good business sense. A Cone Corporate Citizenship study has shown that eight out of 10 Americans say that corporate support of good causes wins their trust in a company.

amfAR corporate supporters include:

Chopard

Chopard, the world's last independent, family-owned watch and jewelry company, has supported amfAR for nearly two decades. Through sponsorship of events and live auction contributions, Chopard has donated more than \$4 million to amfAR's HIV/AIDS research programmes.

www.chopard.com

Kiehl's

The New York-based skin care company Kiehl's has been a staunch supporter of amfAR's AIDS research programmes for two decades. Kiehl's has also generously provided in-kind donations for event silent auctions, gift bags, and appreciation gifts for amfAR's many VIP supporters. Beginning in 2009, Kiehl's created several limited-edition products to benefit amfAR's innovative HIV/AIDS research programmes. The following year, the company launched the Kiehl's LifeRide for amfAR, an annual, week-long motorcycle ride through major US cities with multiple high-profile Kiehl's store events to raise consumer and media awareness of the organisation along the way. These combined initiatives have raised more than \$1.4 million for amfAR. Kiehl's was honored in 2007 with amfAR's Award of Courage.

www.kiehls.com

Pernod Ricard

As the Official Spirit Partner of amfAR, Pernod Ricard has graciously contributed to amfAR's fundraising and live event auctions since 2017. amfAR is looking forward to working with Pernod Ricard through 2020 in the fight against AIDS.

<https://www.pernod-ricard.com/en>

Chopard


Pernod Ricard

Kiehl's
SINCE 1851

21st Century Fox
Aachener Pflinden-und Schokoladenfabrik
Abraaj Capital
AIGO Srl
ALDO
American Dream
American Express
AMTD Group
Andre Balazs Properties
Andressa Salomone
Angermayer, Brumm & Lange (ABL)
Anheuser-Busch
APM Monaco
Arizona Beverages
ArtRamus
Aston Martin of Dallas
AT&T
Audi
B&B Italia USA
Bacardi
Bain Capital
Balmain
Beauté Prestige International
Bloomberg
Bloomingdale's
Bleu Ciel
Blueprint Studios
BMO Financial Group
BMW Italia
Bodhi Bags
Boehringer Ingelheim Pharmaceuticals
Bold Films, Inc.
Born S.A.
Born.com
Boroli Wines
Briggs-Freeman Real Estate Brokerage
Bristol-Myers Squibb Company
Broadway Cares / Equity Fights AIDS

Buccellati
Burgundy Asset Management
CAA Foundation
Cadillac
Calvin Klein
Carol Enters List Co. (OELCO)
Cartier
Cassandra Fine Catering
CBC Radio Canada
Chanel
Chateau Marmont
Chopard & Cie S.A.
Chubb Personal Insurance
Citi Private Bank
Coach
Coastal Luxury Management
Condé Nast Publications
Coty
Creave Arts Agency
Daimler Chrysler Corporation Fund
Dallas Art Fair
David Yurman
Delta Air Lines
Denise Rich Music
Dior
Disney
Displays Fine Arts Services
Dom Pérignon
Donna Karan International
DSQUARED2
Dubai International Film Festival
Edisto / Freiburger
Emilio Pucci
Enlightened
Equinox Fitness Club
Equus Automotive
Estée Lauder
Evian

Family Health International
Fasano
Fendi
FD
FIJI Water
Fileca Trading Limited
FirstGiving
Flexjet by Bombardier
Foss Cadillac
Fossil
Fossil Partners
Freiberger
GAP / Pipertime
GDT
General Datatech, L.P.
Gerber Group
Getty Images
Giorgio Armani
Giuseppe Zanotti Design
Goldman Sachs
Grey Goose Vodka
Grubman Indursky & Schindler, P.C.
Guerlain
Halfords Media Limited
HANXI
Harry Winston
HBO
Hertz Investment Group, Inc.
Hewlett Packard
HP Indigo
Hublot of America
Hugo Boss
IBM
Iconix Brand Group
Iguatemi São Paulo
IMAX Corporation
InStyle Magazine
Island Shangri-La, Hong Kong

J. Walter Thompson U.S.A.
Jen USA, Inc
JOLLYONE
Jonathan Adler
JRE GS Trust
Kaiser Permanente
Karavelle
Kenneth Cole Productions
Kia Motors America
Kiehl's Since 1851
Kingsway Financial Services, Inc.
Kodiak Pictures
Kohler Company
Kravitz & Guerra, P.A.
LAEP
Levi Strauss
Lexington Partners
Lombardi Family Concepts
L'ORÉAL Paris
Lorraine Schwartz Diamonds
Louis Vuitton
Lovely Surprise
Luhring Augustine
LVMH Louis Vuitton Moët Hennessy
M•A•C Viva Glam
Macy's
Magna International
Mamta Security / Redemption Choppers
Mandarin Oriental Hotel Group
Marc Jacobs Beauty
Marc Jacobs International
Marie Claire
Marselis Management
Mary Mcleod / Mary Zlot & Associates
McShane Enterprises Inc.
Mercedes-Benz
Merck & Co.
Messika

MGM China
Michael Kors
Microsoft
MILK
Moët Hennessy
Moët & Chandon
Moncler
MP Management
Museum Tower
Nancy C. Rogers
NARS Cosmetics
Neiman Marcus
NET-A-PORTER
New Paint LLC
Nickel City Pictures
NIRAV MODI
Nordstrom
NorthPark Center
On The Line Productions, LP
Oscar Generale Productions
Pacific Gas and Electric Company
Parasol Press
Parfums Christian Dior
PatBO
Pernod Ricard
Persol
Phillips-Van Heusen Corporation
Piaget
PMK-BNC
Polo Ralph Lauren
Poly Auction
Prada
Rational Services Limited
Rebecca Wang
Reca Group SpA
Red Bull
Renaissance Inc.
Renault

Richold SA
RIM
Rockefeller Philanthropy Advisors
Ron and Maryellen Spears Foundation
Rosewood Hong Kong
Saint Germain Entertainment
Schering-Plough Pharmaceuticals
Schutz
Schwartz Family Foundation
Sergio Rossi
Service Electric Company
Seven For all Man Kind
Silvia Furmanovich
Sky TV
SMI Holdings Group Limited
Snoring Center USA
Sotheby's
Sottel Services Limited
Spring Studios
Stella McCartney
Steven A. and Alexandra M. Cohen Foundation
Stichting Aids Fonds
Storch Amini & Munves, P.C.
Strait Capital Company
Studio Solutions Group
Sullivan Home Entertainment
Super-Max Corporation
Talbots
TECOM Investments
Texas Health Resources Presbyterian Hospital of Plano
The Academy of Motion Picture Arts and Sciences
The Bay
The Dallas Cowboys / Gene and Jerry Jones Family Charities
The I'm Not Going Company, LP
The Joule-A Luxury Collection Hotel

The Nielsen Company
The Peninsula Paris
The Plaza
The Points Guy
The Roxy Hotel
The Upper House
Theory
Tim Headington on behalf of the Joule Hotel
Tivoli Mofarrej
Todd Events
Tolleson Wealth Management
Torii Pharmaceutical
Tuff SRL
Unified Fine Arts Services
University Mgmt.
U.S. Trust
Valentino
Van Cleef & Arpels
Van Leer Consultancy
Vanguard Charitable Endowment Programme
Vanity Fair Italia
Variety
Vendian Entertainment
Verein AIDS Life
Versace
Veuve Clicquot
Viacom International
Vionnet
Vogue Brasil
Waldman Bros.
Wasserman Foundation
Wells Fargo
Wilhelmina International
Worldview Entertainment
Young Merry Real International Group
Xerox

RIGHTS INVENTORY	PARTNER LEVEL			
	TIER 1		TIER 2	TIER 3
	TITLE SPONSOR	PRESENTING SPONSOR	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS / MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Rights to title "[Title Sponsor] amfAR GALA HONG KONG 2020 in association with [Presenting Sponsor]" for PR and advertising use	Yes	Yes		
Rights to title "[Sponsor Name] Official Partner of [Title Sponsor] amfAR - GALA HONG KONG 2020 in association with [Presenting Sponsor]" for PR and advertising use			Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner [Title Sponsor] amfAR GALA HONG KONG 2020 in association with [Presenting Sponsor]" for PR and advertising use				Yes
Category Exclusivity	Yes	Yes	Yes	Yes
INTELLECTUAL PROPERTY & BRANDING RIGHTS				
LOGOS & IMAGES				
Right to use amfAR GALA HONG KONG 2020 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	Yes
EVENT BRANDING - GENERAL				
Corporate logo displayed at each event - size dependent on Tier level	Yes	Yes	Less Prominent	Less Prominent
Corporate logo displayed on video screens at various points during the event	Yes	Yes	Less Prominent	Less Prominent
Logo in entrance area	Yes Prominent	Yes Prominent	X1 logo	X1 logo
Logo inside main event space	Yes Prominent	Yes Prominent	X1 logo	X1 logo
Logo on any advertising hoardings at the event	Yes	Yes	Yes	Yes
Media interview area backdrop branding	Yes	Yes	Yes	Yes
Logo inclusion on amfAR Gala Hong Kong event materials	All	Yes	Yes	
Hotel accommodations and ground transportation during the event	12 Guests	12 Guests	6 Guests	3 Guests
GALA DINNER & AUCTION SPECIFIC				
Top-level logo inclusion on media wall on the red carpet	Yes	Yes		
Prime Gala Dinner seating	12 Guests	12 Guests	6 Guests	3 Guests
Onstage recognition during the programme	Yes	Yes	Less Prominent	

RIGHTS INVENTORY	PARTNER LEVEL			
	TIER 1		TIER 2	TIER 3
	TITLE SPONSOR	PRESENTING SPONSOR	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS / MEDIA PARTNERS
MEDIA, PROMOTION & PR RIGHTS				
Logo on literature pre / post events, website, stationery etc.	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Programme advertisement, if applicable	Full Page Premium Location	Full Page	½ Page	¼ Page
Brand name mention and logo in amfAR GALA HONG KONG 2020 press information and advertisements and any marketing / sales materials	Yes	Yes	Yes	Yes
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Opportunity for one corporate executive to be listed as an Event Chair in all related materials (press releases, invitations, amfAR website)	Yes	Yes		
Representative to speak at press conference	Yes	Yes		
DIGITAL & SOCIAL RIGHTS				
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme Twitter, Instagram & FB posts	Yes	Yes	Yes Less Prominent	Yes Less Prominent
Top-level corporate placement on event page on www.amfar.org	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Logo inclusion in corporate sponsor rotator page on www.amfar.org	Yes	Yes	Yes	Yes
EXPERIENTIAL RIGHTS				
Opportunity for brand activations	Yes	Yes	Yes	Yes
Promotional literature at the event	Yes	Yes	Yes	Yes
Sampling	Yes	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS				
VIP tickets for Gala Dinner & Auction and After Party	12	12	6	3
MERCHANDISING RIGHTS				
Logo on any amfAR GALA HONG KONG 2020 T-shirt produced	Yes	Yes		
Insertion of promotional material or product sample into Welcome package	Yes	Yes	Yes	Yes
Logo on VIP, media & staff passes	Yes	Yes		
Mutually agreed upon co-branded item	Yes	Yes		

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CONTACT

amfAR - THAILAND 2020

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