DIFFA

DESIGN INDUSTRIES FOUNDATION

NEW YORK

divine disco

MARCH 18, 2027

SPONSORSHIP PACKAGES

TOGETHER WE CAN ILLUMINATE HOPE AND TRANSFORM LIVES

MAKE A **DIFFA**RENCE!

BECOME A SPONSOR

Sponsorship Packages

PRESENTING SPONSOR

- Billed as “Presenting Sponsor” in all press releases and promotional materials.
- Twenty (20) seats for dinner.
- Take over DIFFA’s Instagram account for a day.
- Promotional blast to DIFFA’s 10k+ supporters
- Onsite branding opportunities (TBD)
- Two (2) dedicated posts on each of DIFFA’s social media accounts (Instagram, Facebook, and X)
- Logo featured on the 40th anniversary website.
- Acknowledged as Presenting Sponsor at the event.

$50,000 CONTRIBUTION TO DIFFA

PLATINUM SPONSOR

- Listed alongside other Platinum Sponsors in all press releases and promotional materials.
- Twelve (12) seats for dinner.
- Promotional eblast to DIFFA’s 10k+ supporters.
- Onsite branding opportunities.
- One (1) dedicated post on each of DIFFA’s social media accounts (Instagram, Facebook, X).
- Logo featured on 40th anniversary website.
- Acknowledgment at the event.

$25,000 CONTRIBUTION TO DIFFA

GOLD SPONSOR

- Listed alongside other Gold Sponsors in all press releases and promotional materials.
- Eight (8) seats for dinner.
- Dedicated post on each of DIFFA’s social media accounts (Instagram, Facebook, X).
- Logo featured on event website.
- Acknowledgment at the event.
- Acknowledged as Presenting Sponsor at the event.

$10,000 CONTRIBUTION TO DIFFA



DIFFA

JOIN US IN MAKING A DIFFA-RENCE

Mix and mingle with top industry influencers while knowing your contribution helps provide much-needed assistance to underserved communities in New York!

OUR MISSION

DIFFA grants funds to organizations providing aid and access to healthcare for a diverse group of people impacted by HIV/AIDS, food & housing insecurities, and mental health issues.

HOW WE MAKE A DIFFA-RENCE

In 2024, **DIFFA** grants supported local organizations by providing a wealth of necessary services. DIFFA grants funded the Ali Forney Center's 911-alternative Crisis Response Team that provides mobile medical and mental health interventions for unhoused teens, the Alpha Workshops' Studio Practice arts training program for persons living with HIV/AIDS, and the Correctional Association of New York programs improving healthcare access.

WHAT SETS US APART

DIFFA is one of a few organizations that grants unrestricted funds to service agencies by providing flexible spending to direct care and education programs, ensuring necessities like utilities, transportation, health care services, housing, and hot meals remain available for those most need assistance.

WHERE WE ARE TODAY

Since 1984, **DIFFA** has mobilized the resources of the design community to grant more than $57 million to under-served populations throughout the United States.

DIFFA has expanded its Mission to address the community's needs by funding food and housing insecurities and supporting mental health issues at the root of the problem.

HIV/AIDS and being unhoused are intricately related. Health care and medication costs for people living with HIV/AIDS (PLWHA) are often too high for people to keep up with. In addition, PLWHA are in danger of losing their jobs due to discrimination or frequent health-related absences. As a result, up to 50% of PLWHA in the United States are at risk of becoming homeless.

Studies suggest that Food Insecurity is associated with increased HIV transmission risk behaviors and decreased access to HIV treatment and care. Mental Health conditions increase the risk of HIV infection, and people living with HIV have an increased risk of mental health conditions associated with lower retention in HIV care, increased risk behaviors and lower engagement with HIV prevention.

MAKE A DIFFARENCE!

BECOME A SPONSOR TODAY & CONTACT:

STEVEN WILLIAMS
SWILLIAMS@DIFFA.ORG

DIFFA

DESIGN INDUSTRIES FOUNDATION
NEW YORK

DIFFA.ORG | @DIFFANATIONAL