



The 23rd GRIDIRON GALA

Over 20 Years of Supporting NYC Youth



TUESDAY, MAY 10, 2016  New York Hilton Midtown
Reception 6:00PM  Dinner 7:00PM

This Year's Honorees

COMMUNITY QUARTERBACKS
Darryl White • CEO and Group Head, BMO Capital Markets
Robert J. Kueppers • Partner, Sage Partners

MVP
ReadNYC Students • Mott Haven 1st Graders

HOMETOWN HEROES
Eric Decker • Wide Receiver, New York Jets
Rashad Jennings • Running Back, New York Giants

Gala Leadership

HONORARY CHAIR
Anthony M. Carvette • President, Structure Tone, Inc.

GALA CO-CHAIRS
Joseph A. Cabrera • Vice Chairman, Colliers International
Robert L. Friedman • Senior Advisor, Blackstone
Robert W. Mullen • CEO, Structure Tone, Inc.
Brad A. Rothbaum • COO, BMO Capital Markets Corp.

Come join us and experience one of the most anticipated events of the spring, proving football season never ends!

Meet current and former players from the New York Jets and New York Giants at the New York Hilton Midtown as the Gridiron Gala kicks off its 23rd year. Help us salute the accomplishments of our corporate leaders, "Community Quarterbacks," and our player honorees, "Hometown Heroes," who have all made outstanding contributions to community service making as big an impact philanthropically as they have professionally.

The Gridiron Gala celebrates the longest-running sports/charity partnership of its kind. For over 40 years, United Way and the National Football League (NFL) have joined forces to create new opportunities for young people and to communicate the good works of both service organizations while putting faces on a league of players hidden by helmets.

Established in 1994, the Gala has raised more than \$27 million to help fund United Way of New York City's impactful initiatives in strengthening the quality of early childhood education, reducing dropout rates, and supporting at-risk youth in achieving academic success throughout our five boroughs of New York City.

Historical Highlights

COMMUNITY QUARTERBACKS
Kenneth I. Chennault • American Express
H. Rodgin Cohen • Sullivan & Cromwell, LLP
Jonathan Durst • The Durst Organization
William K. Flemming • Skanska USA Building, Inc.
William E. Mayer • Park Avenue Equity Partners

MVPS
Harry Carson • Pro Football Hall of Fame
Anthony M. Carvette • Structure Tone, Inc.
Tom Coughlin • Former Head Coach, New York Giants
Joe Namath • Pro Football Hall of Fame

HOMETOWN HEROES

JETS
Quinton Coples
D'Brickashaw Ferguson
Brandon Moore
Muhammad Wilkerson

GIANTS
Prince Amukamara
Victor Cruz
Eli Manning
Chris Sneec

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Benefit Office

For more information about Tables, Tickets, and Journal Ads, contact the Gridiron Gala Benefit Office

GridironGala@pepnyc.com or call 212-843-1743

Sponsorship Packages

The Gridiron Gala attracts a professional, sports-interested audience from the business, sports, finance, media, real estate, and entertainment sectors. The Gala presents an innovative opportunity to promote your brand to over 1,200+ powerful corporate leaders. *Sponsorship benefits include:*

- Activation of an integrated marketing program
- VIP and Red Carpet Access
- Inclusion in all media & social media outreach
- Inclusion in print, online, radio, social media campaign with UWNyc media partners
- Content distribution to the UWNyc network of 230,000+

Customized Sponsorship Packages

Presenting

- Support a high-impact program that features Giants and Jets players and celebrated business leaders with players at every table driving incredible social media impact

Red Carpet

- A one-of-a-kind photo opportunity to highlight your brand

VIP Reception

- Reach Gridiron's captive audience of VIP corporate leaders to interact with your brand as they mingle with pro-NFL players

Tailgate Reception

- Reach 1,200+ guests on arrival with hands-on activation that puts your brand on the 50-yard line

Awards

- Sponsor this highly-visible event element that attracts the attention of all guests as well as media and PR

Sponsorship Packages Contact

Michelle Matheson, VP, Special Events & Sponsorships

mmatheson@uwnyc.org or 212-251-4038

Tables

Touchdown + Two-Point Conversion\$50,000

- Two premier tables at the dinner with an NFL player and his guest seated at each of the tables
- Sixteen tickets to the VIP Cocktail Reception with NFL players
- Prominent logo placement on event website(s), electronic material(s), social media, event collateral and promotional items
- Recognition from the podium
- Full page color advertisement in the event journal
- Gift bag for each guest (including New York Giants and New York Jets licensed material)

NOTE All tables at this level accommodate ten (eight guests plus an NFL player and his guest).

Touchdown + Extra Point\$25,000

- One prime table at the dinner with NFL player and his guest
- Eight tickets to VIP Cocktail Reception with NFL players
- Recognition on the event website
- Full page black and white advertisement in the event journal
- Gift bag for each guest (including New York Giants and New York Jets licensed material)

NOTE All tables at this level accommodate ten (eight guests plus an NFL player and his guest).

Field Goal\$15,000

- One table at the dinner with NFL player and his guest
- Eight tickets to the General "Tailgate" Cocktail Reception
- Half page color advertisement in the event journal
- Gift bag for each guest (including New York Giants and New York Jets licensed material)

NOTE All tables at this level accommodate ten (eight guests plus an NFL player and his guest)

Safety\$10,000 (LIMITED AVAILABILITY)

- One table for eight at the dinner
- Eight tickets to the General "Tailgate" Cocktail Reception
- Half page black and white advertisement in the event journal
- Gift bag for each guest (including New York Giants and New York Jets licensed material)

Individual Ticket\$1,250

- Ticket to the dinner
- Ticket to the General "Tailgate" Cocktail reception
- Gift bag (including New York Giants and New York Jets licensed material)

Journal ads

FULL - 8 X 10.5 / WITH BLEED



FULL PAGE, COLOR

\$3,000

FULL PAGE, B/W

\$2,500

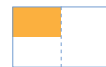
BACK COVER*

\$4,000

INSIDE COVERS

\$3,500

HALF - 7 X 4.625 / NO BLEED



HALF-PAGE, COLOR

\$2,000

HALF-PAGE, B/W

\$1500

SPREAD - 16 X 10.5 WITH BLEED



COLOR

\$5,000

*Limited Placement

FORMAT & DEADLINES

Please submit all ads as PDF or high-res JPG to ads@uwnyc.org by April 29, 2016.

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Tables Please indicate quantity of tables

___ Touchdown + Two-Point Conversion	\$50,000
___ Touchdown + Extra Point	\$25,000
___ Field Goal	\$15,000
___ Safety	\$10,000

Tickets

___ Individual	\$1,250
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Journal ads

SPREAD 16 X 10.5 with bleed	
___ Two-Page, Color	\$5,000
FULL PAGE 8 X 10.5 with bleed	
___ Back Cover	\$4,000
___ Inside Covers	\$3,500
___ Color	\$3,000
___ Black + White	\$2,500

HALF-PAGE 7 x 4.625, NO bleed	
___ Color	\$2,000
___ Black + White	\$1,500

FORMAT & DEADLINES

Please submit all ads as high-res PDFs:
ads@uwnyc.org by **April 29, 2016**.

Contribution

___ I/We are unable to attend, but would like to support United Way of New York City. Enclosed is my/our gift of \$ _____

Payment Information Please complete all fields

_____ FIRST NAME	_____ MI	_____ LAST NAME
_____ COMPANY	_____ TITLE	
_____ ADDRESS	_____ CITY	_____ STATE ZIP
_____ PHONE	_____ EMAIL	

JOURNAL LISTING (if applicable)

DEADLINE by April 29, 2016

For tax purposes \$300 per person is non-deductible. Contributions and Journal Ads are wholly deductible as is provided by law. Regretfully, payments and contributions are non-refundable. The federal tax ID number for United Way of New York City is 13-2617681.

Enclosed is my/our check for \$ _____

Make checks payable to United Way of New York City.
Please mail checks to:

Gridiron Gala Benefit Office
1441 Broadway, 5th Floor
New York, NY 10018

Please charge my/our card for \$ _____

CORPORATE CARD PERSONAL CARD

AMERICAN EXPRESS MASTERCARD DISCOVER VISA

CARD NUMBER

EXPIRATION DATE SECURITY CODE

SIGNATURE