

27TH ANNUAL GRIDIRON GALA



TUESDAY MAY 5, 2020



JAVITS CENTER, RIVER PAVILION VIP & TAILGATE PARTY 6:00PM DINNER & AWARDS 7:00PM BUSINESS | COCKTAIL ATTIRE

2020 GRIDIRON GALA HONOREES

COMMUNITY QUARTERBACKS

HEARST Gensler

HOMETOWN HEROES



GALA LEADERSHIP

CO-CHAIRS

KENNETH P. BAKER • Regional Managing Principal, Gensler
JOSEPH A. CABRERA • Vice Chairman, CBRE
ROBERT W. MULLEN • CEO, Structure Tone
BRAD A. ROTHBAUM • COO, BMO Capital Markets Corp.
TROY YOUNG • SVP, Hearst, President, Hearst Magazines

HONORARY CHAIR

ANTHONY M. CARVETTE • Client Relations and Board Advisor, Structure Tone

JOIN US TO 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, as United Way of New York City celebrates the 27th Annual Gridiron Gala. 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. Established in 1994, the Gala has raised more than \$30 million to help fund United Way of New York City's impactful initiatives in strengthening the quality of early childhood education, reducing high school 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 CHENAULT • American Express
AL RONCI • Willis Towers Watson
DARRYL WHITE • BMO Capital Markets
JONATHAN G. WEISS • Wells Fargo & Company

MVPS

HARRY CARSON • Pro Football Hall of Fame
ANTHONY M. CARVETTE • Structure Tone
TOM COUGHLIN • Former Head Coach, New York Giants
GEORGE B. IRISH, Hearst Foundations
JOE NAMATH • Pro Football Hall of Fame

HOMETOWN HEROES

JETS

AVERY WILLIAMS
KELVIN BEACHUM
QUINCY ENUNWA
D'BRICKASHAW FERGUSON
MUHAMMAD WILKERSON

GIANTS

MICHAEL THOMAS
DAMON "SNACKS" HARRISON
VICTOR CRUZ
RASHAD JENNINGS
ELI MANNING



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CUSTOMIZABLE 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 1,000 POWERFUL CORPORATE LEADERS AS WE CELEBRATE THE 27TH ANNUAL GALA OF THIS UNIQUE BRAND EXPERIENCE.

PRESENTING.....\$150,000

- Support a high-impact program that features Giants and Jets players and celebrated business leaders with players at every table. Sponsorship encompasses both lead sponsorship of the Gala and year-long partnership with UWNYS including hospitality at the Gala, brand recognition, employee engagement, networking/ leadership opportunities and programmatic engagement.

VIP RECEPTION.....\$75,000

- Reach Gridiron's captive audience of VIP corporate leaders to interact with your brand as they mingle with pro-NFL players. Includes red carpet access, media opportunities, and prominent seating.

TAILGATE RECEPTION.....\$ 40,000

- An experience designed to reach 600+ guests with hands-on activation.

TABLES

CHAMPION.....\$50,000

- Two premier tables at the dinner with an NFL player and his guest
- 16 tickets to the VIP Cocktail Reception with NFL players
- Prominent logo placement on gridirongala.org, electronic material(s), social media, event collateral and promotional items
- Recognition from the podium
- Full-page color advertisement in 27th Annual Journal
- Gift bag for each guest (including New York Giants and New York Jets licensed material)

NOTE: Tables at this level seat ten (eight guests plus an NFL player and his guest).

TOUCHDOWN.....\$25,000

- One prime table at the dinner with NFL player and his guest
- 8 tickets to VIP Cocktail Reception with NFL players
- Recognition on gridirongala.org
- Full-page black and white advertisement in 27th Annual Journal
- Gift bag for each guest (including New York Giants and New York Jets licensed material)

NOTE: Tables at this level seat ten (eight guests plus an NFL player and his guest).

CONTACT BENEFIT OFFICE: GRIDIRON@SMKEVENTSOLUTIONS.COM OR CALL 212-843-1743

FIELD GOAL.....\$15,000 (Limited Availability)

- One table for 10 at the dinner
- 10 tickets to the General "Tailgate" Cocktail Reception
- Half-page color advertisement in the 27th Annual Journal
- Gift Bag for each guest (including New York Giants and New York Jets licensed materials)

TICKETS

VIP TICKET.....\$2,500 (Limited Availability)

- Ticket to the dinner
- Ticket to the VIP Cocktail Reception with NFL players
- Gift bag (including New York Giants and New York Jets licensed material)

INDIVIDUAL TICKET.....\$1,500 (Limited Availability)

- 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

BACK COVER*

\$5,000

HALF - 7 X 4.625 / NO BLEED



INSIDE COVERS*

\$3,500

HALF-PAGE / COLOR

\$2,000

FULL - 8 X 10.5 / WITH BLEED



SPREAD - 16 X 10.5

\$5,000 / WITH BLEED COLOR

FULL-PAGE, COLOR

\$3,000

FULL-PAGE, B/W

\$2,500

*LIMITED PLACEMENT

FORMAT & DEADLINES Please submit all ads as PDF or high-res JPG to Gridiron@smkeventsolutions.com by **Friday April 17, 2020.**

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TABLES PLEASE INDICATE QUANTITY OF TABLES

___ Champion \$50,000
___ Touchdown \$25,000
___ Field Goal \$15,000

TICKETS PLEASE INDICATE QUANTITY OF TICKETS

___ VIP Ticket \$2,500
___ Individual \$1,500

JOURNAL ADS

SPREAD 16 X 10.5 with bleed

___ Two-Page, Color \$5,000

FULL PAGE 8 X 10.5 with bleed

___ Back Cover* \$5,000
___ Inside Covers* \$3,500
___ Color \$3,000
___ Black + White \$2,500

*Limited Placement

HALF-PAGE 7 x 4.625, no bleed

___ Color \$2,000

FORMAT & DEADLINES

Please submit all ads as high-res PDFs:
Gridiron@smkeventsolutions.com by **Friday April 17, 2020.**

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

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, Suite 6099
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

Reservations cannot be guaranteed unless payment is received on or before Friday, April 24, 2020

For tax purposes \$300 per person is non-deductible. Contributions and Journal Ads are deductible as 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.

For more information about Tables, Tickets, and Journal Ads, contact the Gridiron Gala Benefit Office Gridiron@smkeventsolutions.com or call 212-843-1743