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.
CUSTOMIZABLE SPONSORSHIP PACKAGES

THE GRIDIRON GALA ATTRACTS A PROFESSIONAL, SPORTS-IN-TERESTED 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 UWNYC 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.

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).

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)

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

JOURNAL ADS

BACK COVER* $5,000
HALF - 7 X 4.825 / NO BLEED

INSIDE COVERS* $3,500
HALF-PAGE / COLOR $2,000

FULL - 8 X 10.5 / WITH BLEED

FULL-PAGE, COLOR $3,000

FULL-PAGE, B/W $2,500

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 Gridiron@smkeventsolutions.com by Friday April 17, 2020.

For more information about Tables, Tickets, and Journal Ads, contact the Gridiron Gala Benefit Office Gridiron@smkeventsolutions.com or call 212-843-1743
27TH ANNUAL GRIDIRON GALA

TUESDAY MAY 5, 2020

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*  ................................... $3,500
- Inside Covers* ................................ $3,000
- Color ........................................... $3,000
- Black + White  ................................ $2,500

HALF-PAGE  7 x 4.625, no bleed
- Color ........................................... $2,000

*Limited Placement

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 ___________________________

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

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. Regrettably, payments and contributions are non-refundable. The federal tax ID number for United Way of New York City is 13-2617681.