



# 29<sup>TH</sup> ANNUAL GRIDIRON GALA



!!! TUESDAY, MAY 3, 2022 !!!

660 12<sup>TH</sup> AVENUE, NEW YORK CITY  
(BETWEEN 48<sup>TH</sup> AND 49<sup>TH</sup> STREETS)

VIP & TAILGATE PARTY 6:00PM | DINNER 7:00PM

BUSINESS OR COCKTAIL ATTIRE



## 2022 GRIDIRON GALA HONOREES

### ▶ COMMUNITY QUARTERBACKS

Desiree Perez • CEO, Roc Nation  
Marc Holliday • Chairman & CEO, SL Green Realty Corp.

### ▶ HOMETOWN HEROES



## GALA LEADERSHIP

### ▶ HONORARY CHAIR

Anthony M. Carvette • Client Relations, Structure Tone

### ▶ GALA CO-CHAIRS

Joseph A. Cabrera • Vice Chairman, CBRE  
Brett Herschenfeld • EVP, Retail & Opportunistic Investments, SL Green Realty Corp.  
Robert W. Mullen • CEO, Structure Tone  
Brad A. Rothbaum • COO, BMO Capital Markets  
Brett Yormark • COO, Roc Nation, Co-CEO, Roc Nation Unified

## COME CELEBRATE THE POWER OF TEAM!

There's no better time than now for new beginnings!

On Tuesday, May 3rd, United Way of New York City invites you to celebrate 29 years of unparalleled power of partnership with the New York Giants and the New York Jets when their signature event - the **Gridiron Gala** – gathers in person after two years and begins a new chapter of strengthening and supporting the most challenged neighborhoods throughout New York City.

Join us for an epic experience at our exciting new venue on Manhattan's West Side - **The Glasshouse** - when philanthropy meets football and we come together for a well-deserved salute to our corporate Community Quarterbacks and Hometown Hero athletes. These leaders continue to support United Way of New York City's impactful initiatives and provide resources that make a real difference to children and their families across the five boroughs.

So come join us and enjoy the sweeping views of NYC and be a part of a force that truly takes your breath away when you see what your support can do.

**IT'S ONLY WITH YOU THAT ANYTHING CAN HAPPEN IN NEW YORK CITY!**

## GALA COMMITTEE

Robert J. Ancona • American Express  
Tara Belinsky • New York Football Giants  
Thomas M. Bow • The Durst Organization  
Kim Brennan • CBRE  
Alexandra Carlin • Hearst  
Kanesly Castro • SL Green Realty Corp  
John P. Connelly • Sidley Austin, LLP  
Dania Diaz • Roc Nation  
Katherine DiLeo • American Express  
James K. Donaghy • Structure Tone  
Jay Epstein • BMO Capital Markets  
Jennifer Escalante • New York Football Giants  
Louis J. Esposito • The Durst Organization  
Jana Fleishman • Roc Nation  
Robert L. Friedman • Blackstone  
Gregory B. Greenberg • American Express

Kim Hanson • BMO Financial Group  
Russell Johnson • Skanska Building USA, Inc.  
Jesse Linder • New York Jets  
John C. McGinley • JPMorgan Chase & Co.  
J. Ethan Medley • New York Football Giants  
Ted Moudis, AIA • Ted Moudis Associates  
Dennis Murray • Structure Tone  
Michael P. Neary • Structure Tone  
Lou Nowikas • Hearst  
Michael Plavin • KPMG LLP  
Cesar Robles • Ted Moudis Associates  
Al Ronci • Willis Towers Watson  
Todd Schwartz • Cushman & Wakefield  
Teresa Tarabocchia • Skanska USA Building, Inc.  
Dania Vera • SL Green Realty Corp.  
Thomas J. Webb, PE • Skanska USA Building, Inc.

# 29<sup>TH</sup> ANNUAL GRIDIRON GALA

TUESDAY, MAY 3, 2022

*Benefit Office*  
For more information about Tables,  
Tickets and Ads, contact **Sue Kozak** at:  
**Gridiron@smkeventsolutions.com**  
or call **212-843-1743**

## TABLES, TICKETS & ADS

### CHAMPION.....\$50,000\*

- ▶ Two premier tables at the dinner with an NFL player and his guest
- ▶ Sixteen tickets to the VIP Cocktail Reception
- ▶ 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 the journal
- ▶ Gift bag for each guest (including New York Giants and New York Jets licensed material)

\* Tables at this level seat ten (eight guests plus an NFL player and his guest). Player engagement is subject to NFL and team-specific COVID-19 protocols.

### TOUCHDOWN.....\$25,000\*

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

\* Tables at this level seat ten (eight guests plus an NFL player and his guest). Player engagement is subject to NFL and team-specific COVID-19 protocols.

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

- ▶ One table for ten at the dinner
- ▶ Ten tickets to the General "Tailgate" Cocktail Reception
- ▶ Half-page color advertisement in the journal
- ▶ Gift bag for each guest (including New York Giants and New York Jets licensed material)

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

- ▶ Ticket to the dinner
- ▶ Ticket to the VIP Cocktail Reception
- ▶ 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

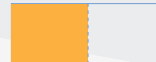
### BACK COVER\*

\$5,000

### INSIDE COVERS\*

\$3,500

### FULL - 8 X 10.5 / WITH BLEED



### FULL-PAGE, COLOR

\$3,000

### FULL-PAGE, B/W

\$2,500

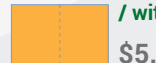
### HALF - 7 X 4.625 / NO BLEED



### HALF-PAGE / COLOR

\$2,000

### 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](mailto:Gridiron@smkeventsolutions.com) by Monday **April 11, 2022**.



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## COVID – 19 SAFETY PROTOCOLS

In an effort to create a safe and healthy environment for our partners, supporters and staff, all attendees will be required to show proof of full vaccination and photo ID, in order to be granted entry to the event. "Fully vaccinated" means the date of the event is at least 14 days after your final vaccine dose, which, depending on the type of vaccine, may be one dose or two.

Proof of COVID-19 vaccination needs to be directly from the healthcare provider that performed the vaccination, and can be displayed:

- Through a physical copy;
- Showing a photo on your smartphone; or
- Using a mobile app. We ask that you download and log in to apps in advance, so you have access to your proof before arriving at the venue.

Please note that government mandates, venue protocols, and event requirements are subject to change; we will contact you as necessary to provide the latest information.

## MARKETING SPONSORSHIP PACKAGES

### PRESENTING.....\$250,000\*

- ▶ Branding as Presenting Sponsor on all Gala-related materials
- ▶ One prominent table at the dinner with NFL player and his guest
- ▶ Listing as Presenting Sponsor on gridirongala.org and UWNyc website
- ▶ Recognition throughout event on signage, visual production and from the podium
- ▶ Digital color ad shown during event and hosted on UWNyc website
- ▶ Full-Page color ad in Journal
- ▶ Opportunity to place promotional item in event gift bag
- ▶ Gift bag for each guest (including New York Giants and New York Jets licensed material)
- ▶ Autographed football for donor signed by NY Giants or NY Jets Hometown Hero sent after the event

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

SOLD

- ▶ Listing as VIP Reception Sponsor on all Gala-related materials
- ▶ One prime table at the dinner with NFL player and his guest
- ▶ Eight tickets to VIP Cocktail Reception
- ▶ Brand recognition on signage throughout VIP Reception
- ▶ Full-Page color ad in Journal
- ▶ Opportunity to place promotional item in event gift bag
- ▶ Gift bag for each guest (including New York Giants and New York Jets licensed material)

### TAILGATE RECEPTION.....\$25,000

- ▶ Listing as Tailgate Sponsor on all Gala-related materials
- ▶ Six prime seats at the dinner
- ▶ Six tickets to VIP Cocktail Reception
- ▶ Brand recognition on signage throughout General Tailgate Reception
- ▶ Full-Page color ad in Journal
- ▶ Opportunity to place promotional item in event gift bag
- ▶ Gift bag for each guest (including New York Giants and New York Jets licensed material)

### HALFTIME.....\$75,000\*

- ▶ Recognition as Halftime Sponsor on all Gala-related materials
- ▶ One prime table at the dinner with NFL Player and his guest
- ▶ Visual slide support prior to Halftime Show Entertainment
- ▶ Full-Page color ad in Journal
- ▶ Opportunity to place promotional item in gift bag
- ▶ Gift Bag for each guest (including New York Giants and New York Jets licensed material)

\* Tables at this level seat ten (eight guests plus an NFL player and his guest). Player engagement is subject to NFL and team-specific COVID-19 protocols.

Additional Customizable Sponsorships Available, Contact

MICHELLE MATHESON, VP, Experiential Marketing [mmatheson@uwnyc.org](mailto:mmatheson@uwnyc.org) or 212-251-4038

Deadline for Ads is Monday April 11, 2022.

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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 Ticket..... **\$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 Cover ..... **\$3,500**  
\_\_\_ Color ..... **\$3,000**  
\_\_\_ Black + White..... **\$2,500**

**HALF PAGE** 7 x 4.625, no bleed  
\_\_\_ Color ..... **\$2,000**

Deadline for Ads is Monday April 11, 2022.

## MARKETING SPONSORSHIP PACKAGES

\_\_\_ Presenting ..... **\$250,000**  
\_\_\_ VIP Reception ..... **\$75,000**  
\_\_\_ Tailgate Reception ..... **\$25,000**  
\_\_\_ Halftime ..... **\$75,000**

## 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

Were you invited by a UWNYP Board or Gala Committee Member? \_\_\_\_\_  
Board/Committee Member Name

For tax purposes \$300 per person is non-deductible. Contributions and 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.

**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