

United Way
of New York City



Gridiron Gala

Presented by the
New York Giants, New York Jets and
United Way of New York City

THE 24TH GRIDIRON GALA

OVER 20 YEARS OF SUPPORTING NEW YORK CITY YOUTH



TUESDAY, MAY 9, 2017  New York Hilton Midtown
Reception 6:00PM Dinner 7:00PM

This Year's Honorees

★ COMMUNITY QUARTERBACKS

Karen Peetz • President (retired), BNY Mellon
Al Ronci • Global Head of Real Estate, Willis Towers Watson

★ MVP

George B. Irish • Eastern Director, Hearst Foundations

★ HOMETOWN HEROES

Quincy Enunwa • Wide Receiver, New York Jets
Mark Herzlich • Linebacker, New York Giants

Gala Leadership

★ HONORARY CHAIR

Anthony M. Carvette • President, Structure Tone, LLC

★ GALA CO-CHAIRS

Joseph A. Cabrera • Vice Chairman, Eastern Region
Colliers International
William F. Monaghan • Director of Global Real Estate,
Willis Towers Watson
Robert W. Mullen • CEO, Structure Tone, LLC
Brad A. Rothbaum • COO, BMO Capital Markets Corp.

★ JUNIOR CO-CHAIRS

Jonathan Baer • Key Account Manager, FBF Originals
Brooke C. Cabrera • Associate, Colliers International

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 24th 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 nearly \$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. 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
Darryl White • BMO Capital Markets

★ MVPS

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

★ HOMETOWN HEROES

JETS

Quinton Coples
Eric Decker
D'Brickashaw Ferguson
Muhammad Wilkerson

GIANTS

Prince Amukamara
Victor Cruz
Rashad Jennings
Eli Manning

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Benefit Office

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

Gridiron@smkeventsolutions.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:**

Presenting \$100,000

- 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

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

Tailgate Reception \$ 25,000

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

Customized Packages also available

Sponsorship Packages Contact

Michelle Matheson, VP, Special Events & Sponsorships

mmatheson@uwnyc.org or 212-251-4038

Tables

Champion\$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\$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)

Extra Point\$10,000 (LIMITED AVAILABILITY)

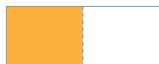
- One table for eight at the dinner
- Eight tickets to the General "Tailgate" Cocktail Reception
- Half page black and white advertisement in the event journal
- Gift bag for each guest (including New York Giants and New York Jets licensed material)

Individual Ticket\$1,250 (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

FULL - 8 X 10.5 / WITH BLEED



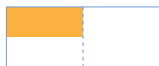
FULL PAGE, COLOR
\$3,000

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

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 28, 2017**.

