THE GRIDIRON GALA
OVER 20 YEARS OF SUPPORTING NYC YOUTH
TUESDAY, MAY 12, 2015 NEW YORK HILTON MIDTOWN

THE GRIDIRON GALA
Come join us and experience one of the most anticipated events of the spring season proving football never ends! Meet current and former players from the New York Giants and New York Jets at our new venue – The New York Hilton Midtown – as the Gridiron Gala kicks off its 22nd 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 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 $25 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.

GRIDIRON GALA CO-CHAIRS
Joseph A. Cabrera
Vice Chairman, Eastern Region
Colliers International

Robert L. Friedman
Senior Advisor
Blackstone

Robert W. Mullen
Chief Executive Officer
Structure Tone, Inc.

Denise Pickett
President, OPEN
American Express

HISTORICAL HIGHLIGHTS
MVP
Harry Carson, Pro Football Hall of Fame
Anthony M. Carvette, Structure Tone Inc.
Joe Namath, Pro Football Hall of Fame

COMMUNITY QUARTERBACKS
Jonathan Durst, The Durst Organization
William K. Flemming, Skanska USA Building, Inc.
Richard Hong, Metlife
William E. Mayer, Chairman Emeritus, The Aspen Institute and Partner, Park Avenue Equity Partners
Ted Moudis, Ted Moudis Associates
Ray Quartararo, Jones Lang LaSalle
Barry Salzberg, Deloitte
Laurence Tosi, Blackstone

HOMETOWN HEROES
Giants
Chris Canty
Victor Cruz
Eli Manning
Hakeem Nicks
Chris Snee

Jets
Jerricho Cotchery
D’Brickashaw Ferguson
Brandon Moore
Muhammad Wilkerson
Kyle Wilson

THIS YEAR’S HONOREES
COMMUNITY QUARTERBACKS
Kenneth I. Chenault
Chief Executive Officer, American Express
H. Rodgin Cohen
Chairman, Sullivan & Cromwell LLP

HOMETOWN HEROES
Quinton Coples
Outside Linebacker, New York Jets
New York Jets Honoree TBD

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

The Gridiron Gala attracts a professional, sports-interested audience with strong support from leaders in sports, media, finance, entertainment and business. The Gala presents an innovative opportunity to promote your brand to a powerful set of leaders.

Sponsorship benefits include integrated promotions, invitation to event kick-off and press events and post-event content distribution to the full UWNYC network 230,000+.

**Presenting $100,000 (Two Available)**
- Support a high-impact program that features Jets and Giants 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 VIPs to interact with your brand as they mingle with pro NFL players

**Award $50,000 (Three Year Sponsorship)**
- Sponsor highly-visible event elements that attract attention onsite and within marketing and press materials

**Tailgate $25,000**
- Reach 3,000 guests on arrival with a hands-on interaction that puts your brand on the center lines

For more information about Sponsorship Packages, contact Michelle Matheson, Vice President, Event Marketing & Sponsorships, at mmatheson@uwnyc.org or 212-251-4038

### TABLES

#### TOUCHDOWN + TWO-POINT CONVERSION $50,000
- Two premier tables at the dinner with and 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 Jets and New York Giants 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
- Half page advertisement in the event journal
- Gift Bag for each guest (including New York Jets and New York Giants 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 VIP Cocktail Reception with NFL players
- Recognition on the UWNYC website
- Full page advertisement in the event journal
- Gift Bag for each guest (including New York Jets and New York Giants licensed material)

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

#### SAFETY $10,000
- One table for ten at the dinner
- Ten tickets to the General Cocktail Reception
- Half page advertisement in the event journal
- Gift Bag for each guest (including New York Jets and New York Giants licensed material)

#### INDIVIDUAL $1,250
- Ticket to the dinner
- Ticket to the General Cocktail reception
- Gift bag (including New York Jets— and New York Giants—licensed material)

### JOURNAL ADS

Please submit all ads as PDF or high-res JPG to GridironGala@pepnyc.com by April 24, 2015.

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<tr>
<td>WHITE SPREAD</td>
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## ADVERTISING OPPORTUNITIES

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<tr>
<td>Touchdown + Extra Point</td>
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<td>Field Goal</td>
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<td>Safety</td>
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<tr>
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- **Half-Page**: 7 x 4.625 no bleed
  - Color: $2,000
  - Black & White: $1,500

**Format**: CMYK or grayscale ad saved as hi-res PDF, EPS vector, or 300 dpi JPG

**PLEASE SUBMIT AD BY APRIL 24, 2015**

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### CONTRIBUTION

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

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### PAYMENT INFORMATION

**Please complete all fields**

- **Enclosed is my check for $**
  - Make checks payable to United Way of New York City and mail to
  - Gridiron Gala Benefit Office
  - 1441 Broadway, 5th Floor
  - New York, NY 10018

- **Please charge my/our credit card for $**
  - American Express
  - Discover
  - MasterCard
  - Visa

- **Account Number**
- **Expiration Date**
- **Security Code**

- **Email address**
- **Signature**

**Contributions are tax-deductible, less $300 per ticket, the fair-market value of the dinner.**

The federal tax ID number for United Way of New York City is 13-2617681.