



**STAY HOME.
WATCH THE GAMES.
DONATE TO WIN.**

MADNESS is an annual NCAA viewing party that brings together fellow sports fans, education advocates and prominent philanthropic individuals to celebrate New Heights, college basketball and the broader impact of sports. Since its inauguration in March 2006, MADNESS has raised over \$5M for our sports-based youth development programs.

Although we can not join together in person this year, New Heights invites you to come together in spirit to celebrate college basketball and support the college hoop dreams of our student-athletes. Please visit newheightsnyc/madness22 to donate and enter the raffle of a lifetime!



MADNESS '22  **MADNESS '22**  **MADNESS**

DONATE TO WIN

...a 16-person exclusive
Nets Game Day VIP Experience
Friday, April 8th
Nets vs. Cleveland

The Nets VIP Experience includes dinner for 16 at the Crown Club at 5pm, a private luxury suite, in-game locker room visit and a special guest appearance from a key member of the Nets organization.



GET IN THE GAME

Winner Announced:
MARCH 28, 2022

Donations & Sponsorships:
NEWHEIGHTSNYC.ORG

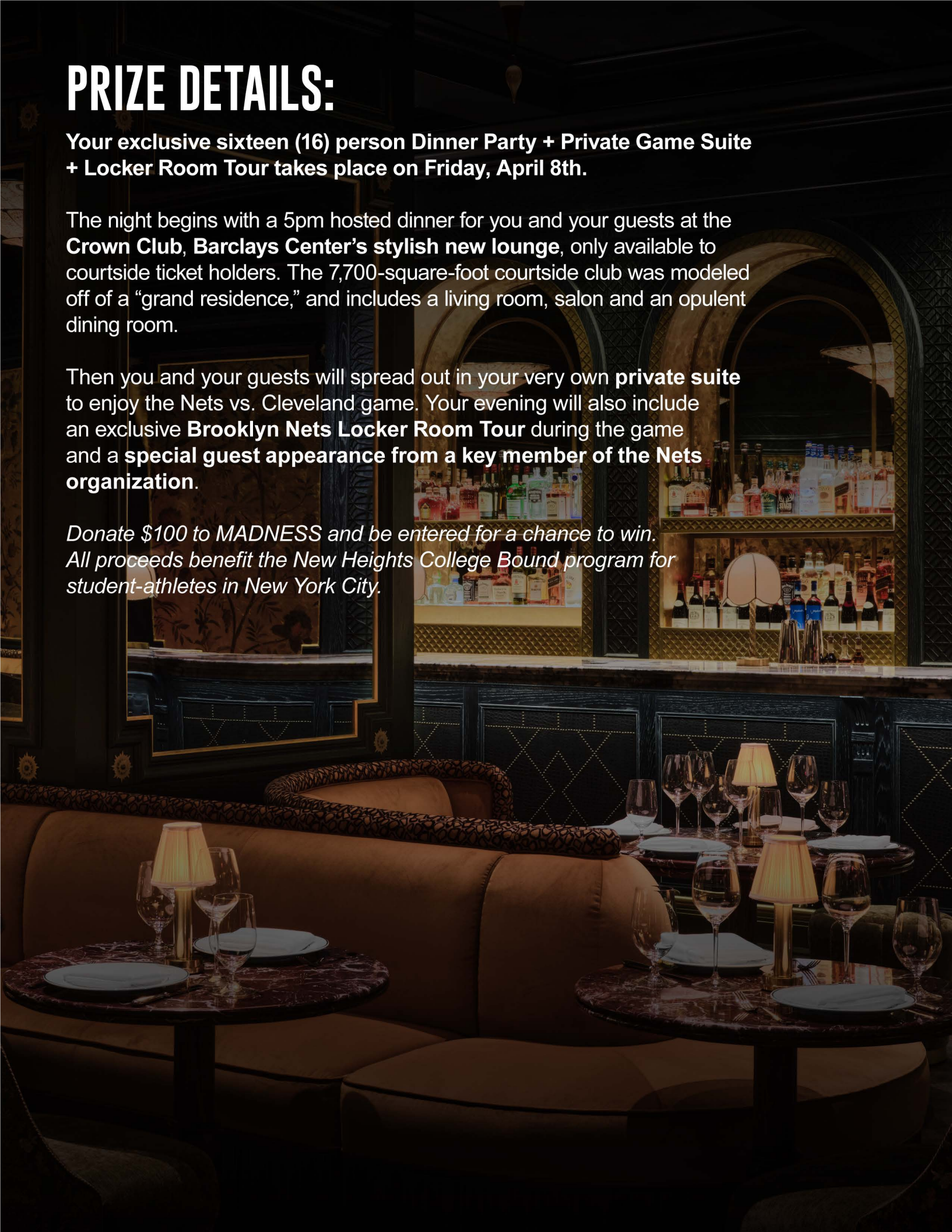
PRIZE DETAILS:

Your exclusive sixteen (16) person **Dinner Party + Private Game Suite + Locker Room Tour** takes place on **Friday, April 8th**.

The night begins with a 5pm hosted dinner for you and your guests at the **Crown Club, Barclays Center's stylish new lounge**, only available to courtside ticket holders. The 7,700-square-foot courtside club was modeled off of a "grand residence," and includes a living room, salon and an opulent dining room.

Then you and your guests will spread out in your very own **private suite** to enjoy the Nets vs. Cleveland game. Your evening will also include an exclusive **Brooklyn Nets Locker Room Tour** during the game and a **special guest appearance from a key member of the Nets organization**.

Donate \$100 to MADNESS and be entered for a chance to win. All proceeds benefit the New Heights College Bound program for student-athletes in New York City.



ABOUT NEW HEIGHTS



New Heights is a 501(c)3 non-profit sports-based youth development organization based in New York City that combines basketball and academic support to help student-athletes rise to their potential on the court, in the classroom and in their communities. Our mission is to educate and empower promising underserved youth to be leaders, champions and student-athletes by developing the skills necessary for success in high school, college and life.

New Heights targets boys and girls in grades 4-12 who come from less advantageous socioeconomic backgrounds and live in underserved communities throughout New York City. Over 80 percent of our current participants identify as non-white and many will be the first in their families to graduate from college.

OUR SCOREBOARD

- 394** Program graduates
- 100%** High school graduation rate
- 98%** College matriculation rate
- 78%** College completion rate
- \$65M** Awarded in scholarship/financial aid to student-athletes

NEW HEIGHTS BOARD OF DIRECTORS

Will Blodgett	Cameron Lewis	Nicholas Silvers
Laurence Brown	Jonathan Marotta	Ted Smith
Troy Dixon	Andrew Nathan	Lance Thomas
Duane Fiedler	Mark Patricof	Ty Wallach
Josh Greenberg	Richard Roberts	Vicki Zubovic
Rich Kleiman	Jeremy Schiffman	
Nina Lesavoy	Alan Schragar	



MADNESS '22 SPONSORSHIP + RAFFLE PACKAGES

- FINAL 4 SPONSOR: \$25,000**
500 raffle entries + benefits
- ELITE 8 SPONSOR: \$10,000**
200 raffle entries + benefits
- DONATE \$ _____**
1 raffle entry per \$100 donation
- SWEET 16 SPONSOR: \$5,000**
100 raffle entries + benefits
- TOURNAMENT TEAM SPONSOR: \$2,500**
50 raffle entries + benefits
- MVP RAFFLE PACKAGE: \$1,000**
20 raffle entries

Your donation is tax-deductible to the full amount allowed by law.

NAME _____ COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ EMAIL _____

LISTING AS YOU WISH TO APPEAR IN PRINTED MATERIALS: _____

- Enclosed is my check for \$ _____, payable to New Heights.
- Please charge my credit card \$ _____ Amex Visa MasterCard

CARD NUMBER _____ EXPIRATION DATE _____ CVV Code _____

NAME AS IT APPEARS ON CARD _____ SIGNATURE _____

SAVE & EMAIL TO: afaison@newheightsnyc.org
MAIL TO: New Heights, c/o Ashley Faison, 2472 Broadway, PMB 112 New York, NY 10025
ONLINE: www.newheightsnyc.org/madness22
FOR MORE INFORMATION: Please contact Ashley Faison at 212-426-4667 or afaison@newheightsnyc.org



FINAL 4 SPONSOR: \$25,000

- 500 Raffle Entries (2x the value)
- Logo/Brand exclusively featured in New Heights MADNESS video (1 available)
- Sponsorship listed on website and promotional emails
- Thank you post on the New Heights social media channels (over 11k followers)

YOUR IMPACT: Support at this level will provide gym and classroom spaces for New Heights to teach, train and inspire young people throughout the year.

ELITE 8 SPONSOR: \$10,000

- 200 Raffle Entries (2x the value)
- Logo/Brand featured in New Heights MADNESS video listing
- Sponsorship listed on website and promotional emails
- Thank you post on the New Heights social media channels (over 11k followers)

YOUR IMPACT: Support at this level will help send 5 middle school student-athletes to our multi-week Summer Academy, a full-day academic and athletic solution for combating summer learning loss.

SWEET 16 SPONSOR: \$5,000

- 100 Raffle Entries (2x the value)
- Sponsorship listed on website and promotional emails
- Thank you post on the New Heights social media channels (over 10k followers)

YOUR IMPACT: Support at this level will provide a weekend basketball clinic for Brooklyn community youth.

TOURNAMENT TEAM SPONSOR: \$2,500

- 50 Raffle Entries (2x the value)
- Sponsorship listed on website and promotional emails

YOUR IMPACT: Support at this level will help fund 1 college campus visit for an entire New Heights high school team.

MVP RAFFLE PACKAGE: \$1,000

- 20 Raffle Entries (2x the value)

YOUR IMPACT: Support at this level will provide an ACT/SAT prep course and materials for two of our high school student-athletes.

SINGLE RAFFLE ENTRY: \$100

- 1 Raffle Entry

YOUR IMPACT: Support at this level will help provide books and supplies for our after-school academic programming.