





NEW HEIGHTS YOUTH

New Heights is a sports-based youth development organization, and one of the first in New York City to use basketball to promote academic performance, social-emotional learning and leadership skills.

We create pathways to high school, college and careers for underserved youth by helping them develop skills on the court, in the classroom and in their communities.



Hosted by New Heights, MADNESS is an annual NCAA viewing party that brings together sports fans, education advocates and prominent philanthropic individuals to celebrate college basketball and the broader impact of sports on the lives of young people.



Since its inauguration in March 2006, MADNESS has raised over \$5M for New Heights' College Bound program for student-athletes in New York City.

Although COVID prevented us from hosting our NCAA viewing party in person this year, we're keeping the spirit of MADNESS alive through a series of videos to celebrate college basketball and the hoop dreams of our student-athletes.

As an added bonus, New Heights will raffle off a special once-in-a-lifetime Nets VIP experience. Support MADNESS with a sponsorship or donation and be entered to win!





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

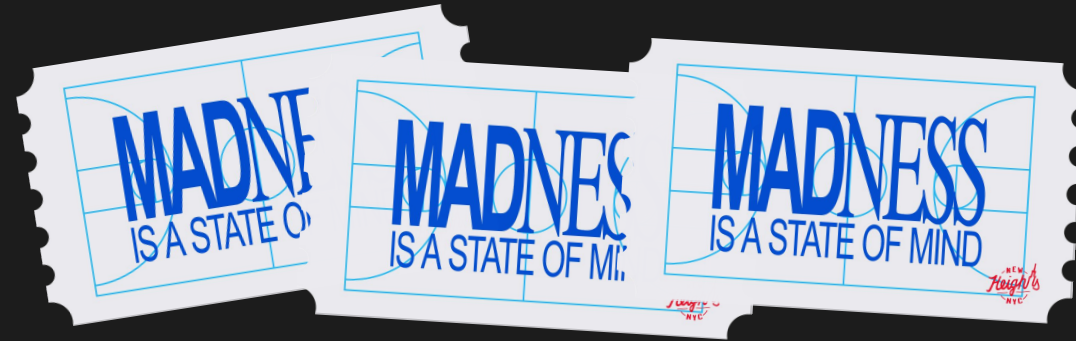


TOURNEY VIDEO SERIES

New Heights is excited to produce a limited series of videos that celebrate March Madness, college basketball, our student-athletes and the supporters who helped turn their hoop dreams into reality.

Videos will feature New Heights alumni sharing their memories of playing in the NCAA tournaments and the power of sports to change the lives of young people. Videos will be shared across our social media channels, email campaigns and the New Heights website.





RAFFLE PRIZE DETAILS

Winner will be announced on March 28, 2022 at 12pm noon



THE GRAND PRIZE is an Exclusive Sixteen (16) Person Dinner Party @ The Crown Club + Brooklyn Nets Private Game Suite + Nets Exclusive Locker Room Tour on Friday, April 8th at the Barclays Center for the Nets vs Cavaliers Game.



CLEVELAND CAVALIERS
FRIDAY, APRIL 8

Barclays Center @ 7:30PM EST





The night begins with a 5pm hosted dinner for you and your 15 guests at the Crown Club, Barclays Center's stylish new lounge, only available to courtside ticket holders. The 7,700-sq-ft 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.

SPONSORSHIP OPPORTUNITIES

GET
IN
THE
GAME





FINAL 4 SPONSOR: \$25,000

RAFFLE ENTRIES

- 500 Raffle Entries (2x the value)

EXCLUSIVE

- Logo/Brand featured as primary sponsor of a New Heights MADNESS video within the video series (1 available)

BRANDING

- Sponsorship listed on website and promotional emails
- Thank you post on the New Heights social media channels (over 11k followers)

YOUR REAL 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

RAFFLE ENTRIES

- 200 Raffle Entries (2x the value)

EXCLUSIVE

- Logo/Brand featured as supporting sponsor within the New Heights video listing

BRANDING

- Sponsorship listed on website and promotional emails
- Thank you post on the New Heights social media channels (over 11k followers)

YOUR REAL IMPACT

- Support at this level will help send 5 middle school student-athletes to our multi-week Summer Academy day camp for combating summer learning loss.



SWEET 16 SPONSOR: \$5,000

RAFFLE ENTRIES

- 100 Raffle Entries (2x the value)

BRANDING

- Sponsorship listed on website and promotional emails
- Thank you post on the New Heights social media channels (over 11k followers)

YOUR REAL IMPACT

- Support at this level will provide a weekend basketball clinic for Brooklyn Community youth.



TOURNAMENT TEAM SPONSOR: \$2,500

RAFFLE ENTRIES

- 50 Raffle Entries (2x the value)

BRANDING

- Sponsorship listed on website and promotional emails

YOUR REAL 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

RAFFLE ENTRIES

- 20 Raffle Entries (2x the value)

YOUR REAL 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

RAFFLE ENTRY

- 1 Raffle Entry

YOUR REAL IMPACT

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



MORE ABOUT US

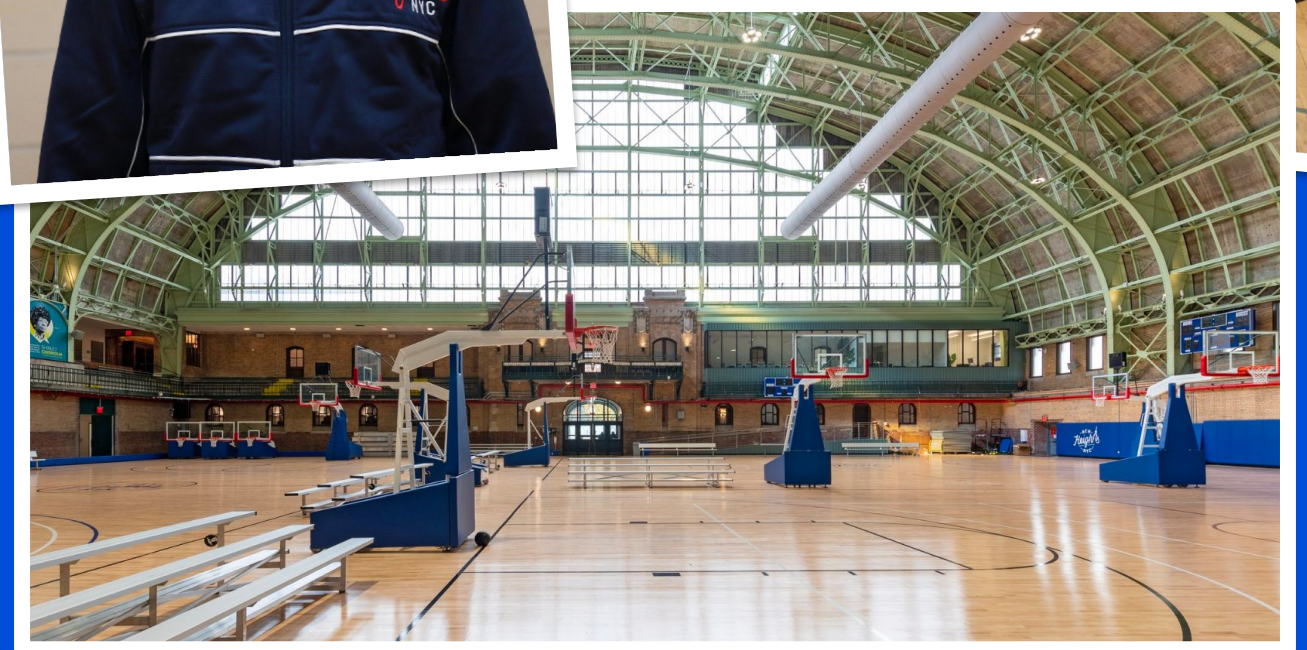


VISION

All young athletes will have the values and skills necessary to become leaders in their communities and succeed in life beyond sports.

MISSION

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.





WHAT WE DO

New Heights uses basketball to engage student-athletes in high quality educational and leadership programming that prepares them for high school, college and life beyond sports.

We teach them that basketball can lead to valuable educational and career opportunities, and that the classroom is just as important as the court.





WHO WE SERVE

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% of our current participants identify as non-white and many will be the first in their families to graduate from college.





OUR SCOREBOARD

- 100% High School Graduation Rate
- 394 Graduates have Matriculated to College
- 98% College Matriculation Rate
- 78% College Graduation Rate
- \$65M In Total Scholarships + Financial Aid from High Schools, Top Tier Colleges and Universities

**Since our inception in 2005*

Stanford University

Tufts UNIVERSITY



Yale University



Duke UNIVERSITY

HARVARD UNIVERSITY



NEW HEIGHTS BOARD OF DIRECTORS

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Founder
Patricof Co

Duane Fiedler, *Vice Chairman*
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Ted Smith (*Ex-Officio*)
Executive Director
New Heights

Lance Thomas*
NBA Veteran
Founder/CEO
Slang Magic and
Trust Your Work Foundation

Vicki Zubovic
VP of Philanthropy
Khan Academy

**New Heights alum*

CONTACT US

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