



MADNESS IS BACK

And better than ever!

THURSDAY, MARCH 16, 2023

6 PM - 7 PM VIP Honoree Presentation

7 PM - 10 PM NCAA Basketball Viewing Party

HONORING

New Heights Girls Class of 2023

LOCATION

The Ainsworth
122 West 26th St. NYC



NEW HEIGHTS YOUTH

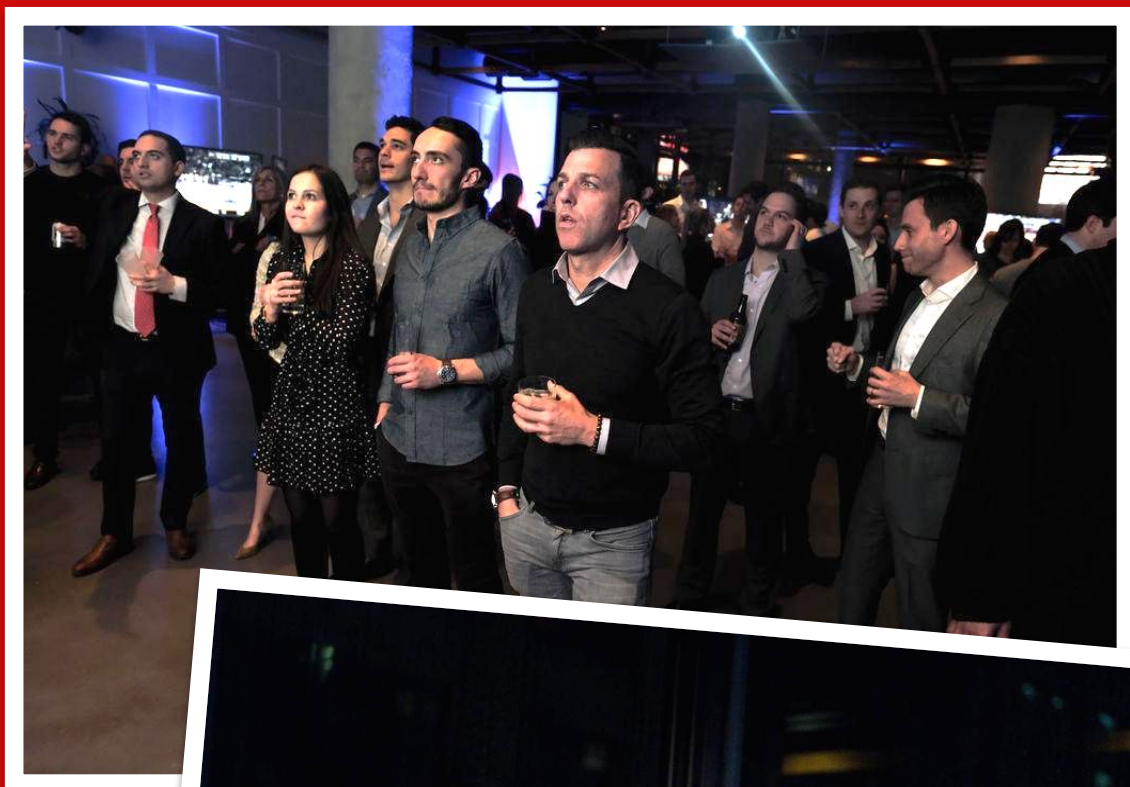
New Heights is a sports-based youth development organization, and one of the first in New York City to use basketball to promote academic performance, social-emotional learning and leadership skills.

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.



WE'RE BACK IN PERSON!

MADNESS is a signature fundraising event for New Heights that has hosted insiders and leaders across all NYC industries including sports, real estate, law, finance, media and entertainment for the past 17 years. And we're delighted that this year we will be doing it in person for the first time in three years!





WE'RE BACK AT THE AINSWORTH

With 300+ guests in attendance annually and having raised over \$5M in total, MADNESS caters to New Heights supporters and basketball fans everywhere who mark the calendar every year for the 1st Thursday of the NCAA Tournament.

Come out and support New Heights!



SPONSORSHIP OPPORTUNITIES

GET
IN
THE
GAME





FINAL 4 SPONSOR: \$25,000

EVENT TICKETS

- Reserved Tables with Bottle Service in semi-private viewing area
- 12 VIP tickets
- 4 Hour Open Bar + Dinner + Games
- Event Recognition

BRANDING

- Logo on loop played on screens throughout the venue
- Logo on website and on post event communications
- Thank you post on the New Heights social media channels (over 13k followers)

YOUR REAL IMPACT

- A contribution 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

EVENT TICKETS

- Reserved Tables with Bottle Service in Premiere Viewing Area
- 10 VIP Tickets
- 4 Hour Open Bar + Dinner + Games
- Event Recognition

BRANDING

- Logo on loop played on screens throughout the venue based on level
- Logo on website and on post event communications
- Thank you post on the New Heights social media channels (over 13k 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

EVENT TICKETS

- Reserved Table
- 8 VIP tickets
- 4 Hour Open Bar + Dinner + Games

BRANDING

- Logo on loop played on screens throughout the venue based on level
- Logo on website and on post event communications

YOUR REAL IMPACT

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



MVP TICKET: \$1,000

EVENT TICKET

- 1 VIP Access Event Ticket
- Website Recognition
- 4 Hour Open Bar + Dinner + Games

YOUR REAL IMPACT

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

ENTRY TICKET: \$250

EVENT TICKET

- 1 Individual Ticket
- 4 Hour Open Bar + Dinner + Games

YOUR REAL IMPACT

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



MORE ABOUT US

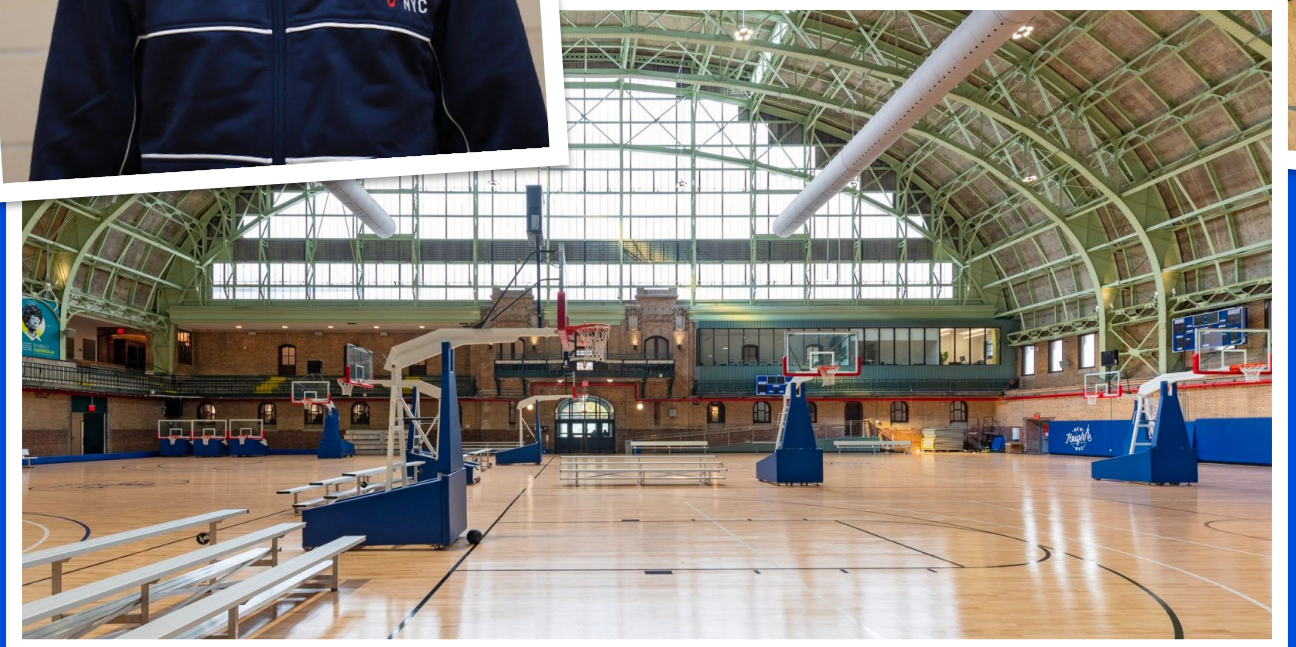


VISION

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 90% of our current participants identify as non-white and many will be the first in their families to graduate from college.





 **MADNESS '23**

HONORING
New Heights Girls
Class of 2023



OUR SCOREBOARD

- 100% High School Graduation Rate
- 413 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

Mark Patricof, *Board Chairman*
Founder
Patricof Co

Duane Fiedler, *Vice Chairman*
Attorney-at-Law

Ty Wallach, *Treasurer*
Managing Director and CIO-Credit
Atlas Merchant Capital

Jonathan Marotta, *Secretary*
Managing Director
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Will Blodgett
Founder and CEO
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Laurence Brown
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Linda Choong
Founder and CEO
LLC Left+Right LLC

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Hollis Park Partners

John Gilmore
Managing Director
Walker & Dunlop

Josh Greenberg
General Partner
Dandelion Capital
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Co-Founder
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Nina Lesavoy
Founder/Managing Director
Avec Capital

Cameron Lewis*
Portfolio Manager/Founding
Partner, Compass Rose Asset
Management

Andrew Nathan
Managing Principal
MC Real Estate Partners

Richard Roberts
Principal/Managing Director
Red Stone Equity Partners

Jeremy Schiffman
Managing Partner
Palestra Capital

Alan Schrager
Portfolio Manager/Senior Partner
Oak Hill Advisors

Nicholas Silvers
Founding Partner
Tavros Capital

Ted Smith (*Ex-Officio*)
Executive Director
New Heights

David Thompson
Managing Director
Morgan Stanley

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

Vicki Zubovic
Chief External Relations Officer
Khan Academy

**New Heights alum*

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ELC Co-Chair
Empire Selling

Bryan Hurley
ELC Co-Chair
Cushman & Wakefield

Brandon Adams*
Game Seven Marketing

Alican Arcasoy
Houlihan Lokey

Andrew Braver
Cushman & Wakefield

Khadija Campbell
NBPA

Amanda Cioffi
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Falcone Residential

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Arcutis Biotherapeutics

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Jason Fiedler
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Via Redwood

J.C. Gibbons
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Thomas W. Gross
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Jordan Gruber
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Harvard Business School

Yehonatan Hahn
Bringg

Oliver Hildebrandt
Apollo Global Management

Leo Koné
Newmark

Jake Levey
Boston Consulting Group

Yaniv Lusana
Tekfen Ventures

Brody Mankus
Excel Sports Management

Tommy McLaughlin
Morgan Stanley

Patrick Miller
JP Morgan

Kyle Morgan
Sperry, Mitchell & Co.

Chadd Mukete
Credit Suisse

Matthew Norman
Citi

Melvin Pina
L Catterton

Kirby Porter
New Game Labs

Andrew Pucar
Goodwin Procter

Petiri Reed*
AB Bernstein

Anthony Reyes*
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Brian Sateja
BNY Mellon

Jacq Schoninger*
NBA

Michael Tringali
UBS

Cecil White
William Morris Endeavor

Mark Westfall
Ember Infrastructure

Omar Wilson
Meta

**New Heights alum*

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