

**We're bringing MADNESS to Midtown!**



Join us

**THURSDAY, MARCH 21, 2024**

at

**IRON BAR**

713 8th Ave. & W. 45th St., NYC

to benefit

**NEW HEIGHTS**

6 PM - 7 PM Program + Cocktails

7 PM - 10 PM NCAA Basketball Viewing Party  
*with open bar + hors d'oeuvres + games*

## **HOST COMMITTEE**

Brandon Adams  
Alican Arcasoy  
Andrew Braver  
Khadija Campbell  
Steven Colombo  
Alfonso Costa Jr.  
Kristopher Cotaj  
Jose D'Oleo  
Anneke Day  
Kevin Dutervil

Nate Edenfield  
Jason Fiedler  
Amanda Fields  
Clare French  
Michael Gardner  
JC Gibbons  
Ian Goldberg  
Lance Goulbourne  
Oliver Hildebrandt  
Bryan Hurley

Ryan Kelly  
Abraham Khan  
Leo Kone  
Colette LeIchuk  
Jake Levey  
Melanie Lockett  
Yaniv Lusana  
Brody Mankus  
Freddy Marsh  
Tommy McLaughlin

Kyle Morgan  
Chadd Mukete  
Ike Ngwudo  
Matthew Norman  
Roderick Odom  
Andrew Pular  
Petiri Reed  
Anthony Reyes  
Jesse Rothstein  
Tom Ryan

Brian Sateja  
Jacq Schoninger  
Jeremy Shuster  
Sydney Skinner  
Michael Tringali  
Kyle Van Natta  
Zach West  
Mark Westfall  
Cecil White  
Omar Wilson

# ABOUT MADNESS



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. All proceeds benefit New Heights' direct services for student-athletes in New York City.

# 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. Through a variety of after-school, weekend and summer programs, we engage over 1,500 young people annually.

## OUR SCOREBOARD (SINCE 2005)

<b>100%</b>	High school graduation rate
<b>98%</b>	College matriculation rate
<b>78%</b>	College completion rate
<b>\$70M+</b>	Awarded in scholarship and aid

## NEW HEIGHTS BOARD OF DIRECTORS

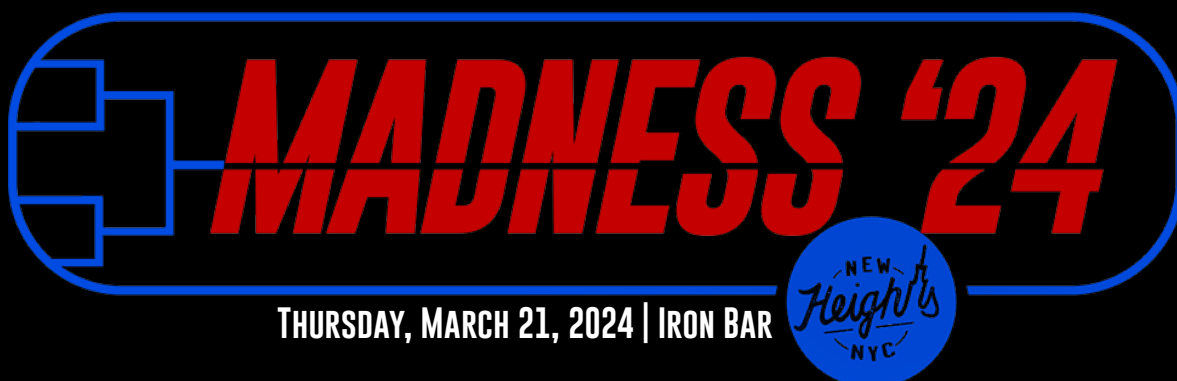
Will Blodgett	Andrew Nathan
Laurence Brown	Mark Patricof
Linda Choong	Richard Roberts
Troy Dixon	Alan Schrager
Duane Fiedler	Nicholas Silvers
John Gilmore	Ted Smith
Byron Jones	Lance Thomas*
Rich Kleiman	David Thompson
Nina Lesavoy	Ty Wallach
Cameron Lewis*	James Yolles
Jonathan Marotta	Vicki Zubovic



Tickets & Sponsorships:

**NEWHEIGHTSNYC.ORG**

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THURSDAY, MARCH 21, 2024 | IRON BAR



## MADNESS '24 SPONSORSHIP

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> <b>FINAL 4 SPONSOR: \$25,000</b><br>Reserved Semi-Private table + benefits | <input type="checkbox"/> <b>SWEET 16 SPONSOR: \$5,000</b><br>Reserved table + benefits | <input type="checkbox"/> <b>EVENT TICKET: \$250</b><br>1 individual ticket           |
| <input type="checkbox"/> <b>ELITE 8 SPONSOR: \$10,000</b><br>Reserved VIP table + benefits          | <input type="checkbox"/> <b>MVP TICKET: \$1,000</b><br>1 VIP access ticket             | <input type="checkbox"/> <b>DONATE \$</b> _____<br>can't attend, consider a donation |

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 send invoice to email: \_\_\_\_\_
- ☐ Please charge my credit card \$ \_\_\_\_\_ ☐ Amex ☐ Visa ☐ MasterCard

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ CVV Code \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ SIGNATURE \_\_\_\_\_

SAVE & EMAIL TO: [afaison@newheightsnyc.org](mailto:afaison@newheightsnyc.org)

MAIL TO: New Heights, c/o Ashley Faison, 1561 Bedford Ave., Suite 2B, Brooklyn, NY 11225

ONLINE: [www.newheightsnyc.org/madness24](http://www.newheightsnyc.org/madness24)

FOR MORE INFORMATION: Please contact Ashley Faison at 212-426-4667 or [afaison@newheightsnyc.org](mailto:afaison@newheightsnyc.org)



### FINAL 4 SPONSOR: \$25,000

- Reserved Tables with bottle service in semi-private viewing area with 12 VIP tickets
- 4 Hour Open Bar + Hors D'oeuvres
- Logo on loop played on screens throughout the venue
- Logo on website and on post event communications
- Thank you post on New Heights social media channels (over 16.5k in followers)

**YOUR 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.

### MVP TICKET: \$1,000

- 1 VIP Access Event Ticket
- 4 Hour Open Bar + Hors D'oeuvres
- Website recognition

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

### ELITE 8 SPONSOR: \$10,000

- Reserved Tables with Bottle Service in Premiere Viewing Area with 10 VIP Tickets
- 4 Hour Open Bar + Hors D'oeuvres
- Logo on loop played on screens throughout the venue based on level
- Logo on website and on post event communications
- Thank you post on New Heights social media channels (over 16.5k in followers)

**YOUR 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.

### ENTRY TICKET: \$250

- 1 Individual Ticket
- 4 Hour Open Bar + Hors D'oeuvres

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

### SWEET 16 SPONSOR: \$5,000

- Reserved Table with 8 VIP Tickets
- 4 Hour Open Bar + Hors D'oeuvres
- Logo on loop played on screens throughout the venue based on level
- Logo on website and on post event communications

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