



We're bringing MADNESS to Midtown!



THURSDAY MARCH 21, 2024

IRON BAR

713 8TH AVE. & W. 45TH ST., NYC

6PM - 7PM PROGRAM + COCKTAILS

7PM - 10PM 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 Lelchuk

Jake Levey
Melanie Lockett
Yaniv Lusana
Brody Mankus
Freddy Marsh
Tommy McLaughlin
Kyle Morgan
Chadd Mukete

Ikemefuna Ngwudo
Matthew Norman
Roderick Odom
Andrew Pugar
Petiri Reed*
Anthony Reyes*
Jesse Rothstein
Tom Ryan
Brian Sateja

Jacqueline Schoninger*
Jeremy Shuster
Sydney Skinner
Michael Tringali
Kyle Van Natta
Zach West
Mark Westfall
Cecil White
Omar Wilson

*New Heights Alum



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.



WHAT IS MADNESS?

MADNESS is a signature fundraising event for New Heights that brings together insiders and leaders across all NYC industries including sports, real estate, law, finance, media and entertainment for the past 18 years.





19TH ANNUAL EVENT!

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!



IRON BAR

- Restaurant & lounge just a block off Times Square
- 45 draft beers on tap & 45 bottled beers on corner of 45th St & 8th Ave.
- 20 televisions including a 16ft wide projection screen
- VIP Lounge area with sleek sofas and comfort in Midtown New York City



SPONSORSHIP OPPORTUNITIES

**GET
IN
THE
GAME**

MADNESS '24





FINAL 4 SPONSOR: \$25,000

EVENT TICKETS

- Reserved Tables with Bottle Service in semi-private viewing area
- 12 VIP tickets
- 4 Hour Open Bar + Hors D'oeuvres + 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 16.5k 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 + Hors D'oeuvres + 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 16.5k 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 + Hors D'oeuvres + 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 + Hors D'oeuvres + 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 + Hors D'oeuvres + Games

YOUR REAL IMPACT

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



MORE ABOUT US

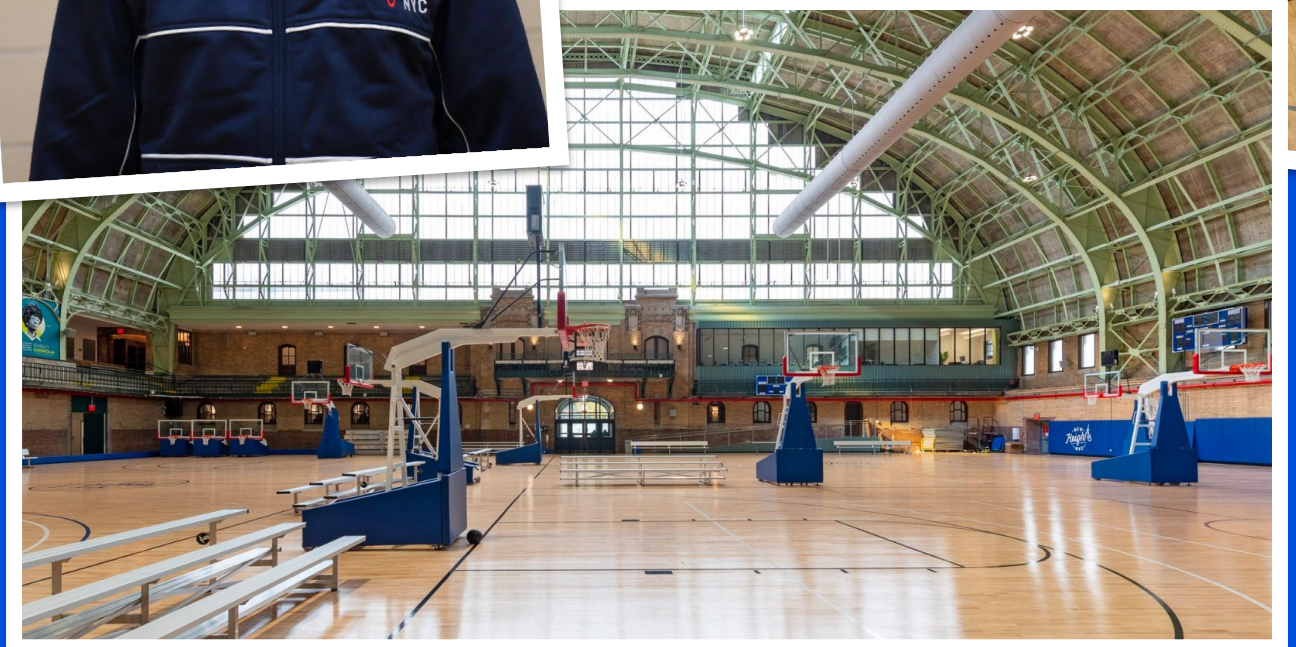


VISION

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.





OUR SCOREBOARD

- 100% High School Graduation Rate
- 98% College Matriculation Rate
- 78% College Graduation Rate
- \$70M 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



EMERGING LEADERS COUNCIL



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ELC Co-Chair
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Bryan Hurley
ELC Co-Chair
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Brandon Adams*
Game Seven Marketing

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Amanda Fields
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Clare French
The New School

Michael Gardner*
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Ian Goldberg
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Lance Goulbourne*
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Ryan Kelly
Brooklyn Nets

Abraham Khan
Lyric Capital Group

Leo Koné
Newmark

Colette Lelchuk
Prophet Brand Strategy

Jake Levey
Boston Consulting Group

Melanie Lockett
ClassPass

Yaniv Lusana
Tekfen Ventures

Brody Mankus
Excel Sports Management

Freddy Marsh
Lindsay Goldberg

Tommy McLaughlin
Morgan Stanley

Kyle Morgan
Sperry, Mitchell & Co.

Chadd Mukete
Citi

Ike Ngwudo
Evercore

Matthew Norman
J.P. Morgan Private Bank

Rod Odom
Morgan Stanley

Andrew Pular
Goodwin Procter

Anthony Reyes*
Savion

Jesse Rothstein
LinkedIn

Tom Ryan
NBA

Brian Sateja
Apollo

Jacq Schoninger*
UNLTD Sports Group

Jeremy Shuster
NBA

Sydney Skinner
NBA

Michael Tringali
Eve International Logistics

Kyle Van Natta
Bank of America

Zach West
Roc Nation

Mark Westfall
Ember Infrastructure

Cecil White
William Morris Endeavor

Omar Wilson
Meta

**New Heights alum*

NEW HEIGHTS BOARD OF DIRECTORS



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Patricof Co

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Partner, Compass Rose Asset
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Richard Roberts
Principal/Managing Director
Red Stone Equity Partners

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

James Yolles
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Vicki Zubovic
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Khan Academy

**New Heights alum*

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