



2024
**LEADERSHIP
PLAYBOOK**



Event Leadership Overview

Date / Location / Time

- Iron Bar (713 8th Ave. & W. 45th St., NYC)
- March 21, 2024 / 6PM – 10PM
- Tickets available at <https://www.newheightsnyc.org/madness24>

Goal

- Raise \$200,000 for New Heights College Bound program
- Attendance from 300+

Strategy

- New Heights Board of Directors (ask to consider a \$10k Give/Get event commitment)
- Senior ELC MADNESS Host Committee (\$5k Give/Get event commitment)
- Full ELC involvement (sell 5 tickets)
- New Heights Key Supporters (Join Host Committee at \$10k Give/Get level)
- Sponsorships (range from \$5k - \$25k, customized opportunities available for \$25k+)

Target Audience

- The true hoops fan
- People that couldn't/didn't support the GameChangers Ball
- Companies/individuals that align more closely with MADNESS
- Junior associates from your firm
- Also consider inviting 2023 GameChangers Ball supporters (to say thank you)

Host Committee (i.e. ELC)

Brandon Adams	Clare French	Yaniv Lusana	Jesse Rothstein
Alican Arcasoy	Michael Gardner	Brody Mankus	Tom Ryan
Andrew Braver	JC Gibbons	Freddy Marsh	Brian Sateja
Khadija Campbell	Ian Goldberg	Tommy McLaughlin	Jacq Schoningher
Steven Colombo	Lance Goulbourne	Kyle Morgan	Jeremy Shuster
Alfonso Costa Jr.	Oliver Hildebrandt	Chadd Mukete	Sydney Skinner
Kristopher Cotaj	Bryan Hurley	Ike Ngwudo	Michael Tringali
Jose D'Oleo	Ryan Kelly	Matthew Norman	Kyle Van Natta
Anneke Day	Abraham Khan	Roderick Odom	Zach West
Kevin Dutervil	Leo Kone	Andrew Pular	Mark Westfall
Nate Edenfield	Colette Lechuk	Petiri Reed	Cecil White
Jason Fiedler	Jake Levey	Anthony Reyes	Omar Wilson
Amanda Fields	Melanie Lockett		

Ticket Structure / Sponsorships (see sponsorship deck link for more details)

Individual Ticket	\$250	Elite Eight Sponsor	\$10,000
MVP Ticket	\$1,000	Final Four Sponsor	\$25,000
Sweet Sixteen Sponsor	\$5,000		

Other

Donations

Event Assets (linked below or available [HERE](#))

- [Invite](#) (without reply device) [Invite](#) (with reply device)
- [Sponsorship Deck](#)
- Videos "[Welcome to MADNESS](#)" and "[March MADNESS Alumni](#)"
- Website: <https://www.newheightsnyc.org/madness24assets>



MADNESS'24 Countdown Calendar

Goal: Raise \$200,000 for the New Heights College Bound Program

9 Weeks: 1/14-1/20	Location is Set Venue location and timing is set for Iron Bar
8 Weeks: 1/21-1/27	Host, Sponsorships & Host Committee Confirmed Event leadership is confirmed at \$5k-\$10k level. Request auction donors.
7 Weeks: 1/28-2/3	Invite, Decks & Guest Lists Are Prepped Collect/Update lists of contacts for personalized eblasts & tracking Develop personalized outreach plans with Host Committee (corporate sponsorships, auction items, review personal targets)
6 Weeks: 2/4-2/10	It's Go Time Call your top 5-10 contacts (or let us do it for/with you) to ask for support: sponsorship, purchase tickets, donate or give an auction item. Fundraising Goal: \$20,000 raised
5 Weeks: 2/11-2/17	Table Time Request table sponsors. Fundraising Goal: \$30,000 raised
4 Weeks: 2/18-2/24	Ticket Time Make your personal commitment. Purchase your sponsorships & tickets. Fundraising Goal: \$50,000
3 Weeks: 2/25-3/2	Go Social E-blast electronic invitation to your friends Call or email friends and family Fundraising Goal: \$60,000 raised
2 Weeks: 3/3-3/9	Follow Through Call 3 good friends and close the deal Remind friend network to purchase tickets or donate Confirm auction items Fundraising Goal: \$75,000 raised (1/2 way mark)!!!
1 Week: 3/10-3/16	Crunch Time Fill your dance card (i.e., sell tickets) or seek donations if people are unable to attend, but would like to support youth-based sports + education. Fundraising Goal: \$150,000 raised
Event Week: 3/17-3/21	Game On! Selection Sunday March 17 th Personal fundraising goals have been met and the kids at New Heights will receive another year of great programming. Now it's time to celebrate together! Walking In: \$175,000 // Closing Out Event: \$200,000 raised



Join me at MADNESS an Email Sample:

Hi [NAME],

As you may know, for the past [X years] I have been involved with New Heights Youth, Inc., an incredible nonprofit that provides academic and athletic programs for underserved youth in New York City. The organization uses basketball as a hook to offer mentoring, tutoring, test prep, summer day camps, leadership workshops, college advisement, campus visits, and other valuable resources that student-athletes who struggle economically are often unable to access. I am honored to serve on the [Board of Directors/Emerging Leaders Council] and to be on the event leadership team for our 19th annual MADNESS cocktail and viewing party on Thursday, March 21st at Iron Bar in Midtown.

I hope you will consider supporting this event by purchasing a sponsorship or making a donation. Additional information on the event can be found [here](#) and is attached, but please do not hesitate to reach out with any questions.

Thank you in advance for your support of this amazing nonprofit and I hope to see you on March 21st.

Best,

[NAME]

PS: if you want to get a first-hand look at New Heights' impact, I encourage you to take a look at our [Now More Than Ever video](#) from the 2023 GameChangers Ball.

Attachments: [Invite](#) and [Sponsorship Deck](#)



Join me at MADNESS a Letter Sample:

Hi [NAME]-

For the past [x years], I've been involved with New Heights, an incredible organization that provides academic and athletic programs for underserved youth in New York City. I am honored to be on the [event leadership team // Host Committee] for our 19th annual MADNESS cocktail and viewing party on Thursday, March 21st at Iron Bar in Midtown.

MADNESS is an NCAA Basketball viewing party that brings together fellow sports fans, education advocates, and prominent philanthropic individuals to celebrate college basketball and the broader impact of sports.

Since its inauguration in March 2006, MADNESS has raised over \$5M+ for New Heights' sports-based youth development programs. Your support will allow New Heights to impact the lives of over 1,500 deserving young people while on their journey to and through high school and college. Realizing your time is limited, please also consider a gift of any amount if you are unable to attend. No gift is too small, and New Heights and I very much appreciate any level of participation.

[MADNESS Info: Purchase Tickets or Give a Gift.](#)

New Heights has combined basketball programming with academic support, social-emotional learning, and college prep and career readiness services for nearly two decades. As a 501(c)3 non-profit, their 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. In addition to coaching, New Heights provides mentoring, tutoring, test prep, summer day camp, leadership workshops, college advisement, campus visits, and other valuable resources that student-athletes who struggle economically are often unable to access. Through my years with New Heights, I have [met dozens of New Heights youth and watched many excel in many facets.]

In addition to our wins on the basketball court, we are very proud of our track record of success in the classroom. Since 2005, our signature College Bound program has demonstrated:

- 100% high school graduation rate
- 98% college matriculation rate
- 78% college graduation rate
- For a more profound sense of New Heights' impact, view our [Now More Than Ever video.](#)
- OR check out our Alumni Reflections videos on playing in the MADNESS tournament: "[Welcome to MADNESS](#)" and "[March MADNESS Alumni](#)"

Thank you for considering lending your support, and I hope to see you on March 21st.

Best,
[NAME]

Attachments: [Invite](#) and [Sponsorship Deck](#)



New Heights Talking Points:

About New Heights:

New Heights is a sports-based youth development organization that combines basketball programming with academic support, social-emotional learning and college preparatory services. 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 afterschool, weekend and summer programs, we engage hundreds of young people annually. Services include coaching, mentoring, tutoring, test prep, summer day camp, leadership workshops, college advisement, campus visits and other valuable resources that are frequently out of reach for student-athletes who struggle economically.

Since our inception in 2005, our College Bound program has demonstrated 100% high school graduation, 98% college matriculation and 78% college graduation rates. We have also secured over \$70 million in scholarships and financial aid for our students.

New Heights is now taking on significant growth as we scale these services and introduce new programs in a new, permanent home facility in Brooklyn. With three full-sized basketball courts, multiple classrooms, study spaces, a technology lounge and administrative offices, our new home brings together our academic, athletic and social-emotional learning services under one roof to create greater efficiencies for our student-athletes and collaboration between our coaches, tutors, staff and volunteers.

Resources: Website: www.newheightsnyc.org or [2023 Annual Report](#).

About MADNESS'24: March 21, 2024

This fun event brings together fellow sports fans, education advocates and prominent philanthropic individuals to celebrate New Heights, college basketball and the broader impact of sports.

MADNESS is a fundraising event with all proceeds directly supporting New Heights' quality academic and athletic programs for student-athletes in New York City. Since its inception in 2006, MADNESS has raised more than \$5 million – all of which has helped New Heights create life changing opportunities for young people and their families.

The MADNESS event consists of:

- Live NCAA Basketball Games (which some of our alums play in)
- Open bar, specialty cocktails, and Hors D'oeuvres
- Games + Photobooth

Learn more: www.newheightsnyc.org/madness24



Auction:

How Can You Support the Auction?

- Solicit donations
- Think about any connections you might have for unique experiences, see list for ideas.
- Leverage relationships with local vendors for donations. Every contribution counts!

Need Help Getting Started?

Make a list. List out places you frequent or your “go to” staples when you think of products.

Customize your request. Draft a donation request letter (we’ve included one below) and gather your forms, so you look legit and well organized. Address your letter or email to a particular individual, letting him/her know how you are connected - Are you a frequent customer or a self-appointed brand ambassador?

Make your ask. Try to ask for the donation in person, directly to the proprietor or manager of the business.

Remind your donor of this cause. Stores get asked all the time for product, tell them why it will make a difference and why it will be personally meaningful for you and New Heights. Talk about NH – and why you got involved – the academic, athletic and leadership support provided to young student-athletes from NYC and talk about the chatter the donation will generate with their donation (visibility at the event, listing in program). Also, New Heights will send a donation tax receipt so they can claim their charitable contribution.

They Will Say Yes! (More times than you might think!) Donations are possible. Most local businesses and corporations budget for donations to worthy causes. Local and national corporations want to promote business by showing an active interest in the supporting the needs of the local community. Leverage the prestige of the \$70M+ in scholarships and 98% college matriculation rates of our impressive student-athletes.

Follow Up! You must follow up - with so many asks from different organizations, differentiate your ask by following up a couple days after the initial ask. Everyone's busy - help them remember your ask!

Submit your donation to New Heights. In particular contact KJ Lee at New Heights: klee@newheightsnyc.org. We will arrange for a pick-up of the item if necessary. It helps to make the item descriptions as enticing as possible, and we want to make sure your donors are acknowledged for their generous donations, so please complete all donor data fields.

For questions regarding donations, don't hesitate to contact KJ Lee at 212-426-4667 or [Klee@newheightsnyc.org](mailto:klee@newheightsnyc.org). THANK YOU!



Sample Auction Email/Letter:

To Whom It May Concern:

New Heights Youth, Inc. is a non-profit educational organization based in New York City. 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 combines basketball and academics in one program to help student-athletes rise to their potential on the court and in the classroom. In addition to basketball, we provide tutoring, test prep, summer day camp, college advisement, mentoring and direct access to valuable resources that lower-income families often struggle to access. Our youth stay in school, graduate on time, attend, and complete college - as evidenced by our 100% high school graduation rate, 98% college matriculation rate and 78% college graduation rate since our inception in 2005.

MADNESS is an annual cocktail and NCAA viewing party that celebrates both New Heights' supporters and student-athletes, consisting of a cocktail reception, hors d'oeuvres, music, games and an auction. All funds raised will directly benefit programs for hundreds of youth including academic support, basketball coaching, summer day camp, leadership workshops, high school and college guidance, and career services.

On behalf of today's student-athletes and tomorrow's leaders, New Heights asks for your support. Please become a part of this inspiring event by [INSERT ASK HERE]. In addition, all donations are tax-deductible and all proceeds will benefit the development of youth in the NYC area.

Thank you for your kind consideration of our request. We will be contacting you shortly to discuss your support. If you have questions about the event that you would like to discuss, please contact me at 212-426-4667.

In appreciation,

[NAME]

**New Heights Youth is registered as a 501(c)3 organization in the State of New York (EIN # 20-1903332).*



Auction Ideas:

PAST TOP SELLING AUCTION ITEMS

- East Hampton Getaway
- NY Giants Luxury Box & Field Passes
- Jim Cramer/CNBC Experience
- Knicks Ball Kid Experience
- Maidstone Golf Outing (3 people)
- Private Yacht in the Hamptons
- Otto Kahn Mansion Reception
- TNT Inside the NBA
- VIP US Open Experience
- Brooklyn Fare Experience
- VIP Yankees Experience

MUSIC

- VIP concert tickets with artist meet and greet
- Recording studio tours/visit
- Signed instruments
- Voice/instrument lessons Internships

SPORTS

- VIP tickets with meet and greet to college and professional sporting events
- Attend a team practice and meet the players
- Sit in announcer's booth
- Play with a pro
- Have a pro coach your kids team for a day
- Lunch with a pro
- Game worn merchandise - helmet, bat, etc.

BUSINESS EXPERIENCES

- Meetings/lunch with notable personalities
- Character named after you in a book
- Internships

ART & COLLECTIBLES

- Photography or Paintings
- Portrait sittings and photo shoots
- Private museum tours
- Meet the artist in their studio

ENTERTAINMENT & CELEBRITY

- TV/movie/Broadway set visits and walk on roles
- Meet and greet with cast/talent
- Internships
- Premiere tickets
- Audition opportunities
- Grammy Awards Experience

TRAVEL

- 4- or 5-Star accommodations
- Stay at a private residence
- Private jets
- Luxury yachts
- International travel and hotel stay
- Weekend getaways

FASHION

- VIP fashion show tickets and meet the designer
- Personal fittings with designers
- Couture garments/handbags/accessories

FOOD

- Exclusive tasting experiences with top chefs
- Chef prepare dinner for winning bidder in their home
- Cooking lessons
- Restaurant donations
- Fine wine
- Meet a celebrity chef at a cooking demonstration

FAMILY

- Unique children's birthday parties

FINE JEWELRY & TIMEPIECES

- Custom pieces



New Heights Youth, Inc.
Donation Agreement Form
MADNESS Auction March 21, 2024

DONOR INFORMATION

NAME OF DONOR: _____

(Please type or print name as it should be listed in the program)

Address: _____ City/State: _____ Zip: _____

Telephone _____ E-Mail _____

CONTACT PERSON for questions about donation and/or to redeem gift: _____

Telephone: _____ Email _____

DESCRIPTION OF ITEM OR SERVICE (the more detail we have, the better):

ITEM DETAILS

Item Value: Please be as accurate as possible (if possible please do not indicate "priceless"): _____

Expiration Date: _____

SPECIAL INSTRUCTIONS, CONDITIONS OR RESTRICTIONS (Dates valid, blackout dates, number of people, beverage, tax & gratuities included/excluded, special restrictions):

NAME OF SOLICITOR: _____

Telephone _____ E-Mail _____

AUCTION DONATION PROCESS

1. All items must be delivered by March 14, 2024 in order to be included in the program. If there is no physical item for your donation, a certificate must be provided, or you must indicate that this form will serve as the certificate.
2. All donations must be accompanied by a completed and signed form. Please send this form and the donation by 3/14/2024 to Kyle DeMerlis at kdemerlis@newheightsnyc.org or mail to:

New Heights Youth, Inc.
1561 Bedford Ave., Suite 2B
Brooklyn, NY 11225
212.426.HOOP (4667)

3. Each donation requires a separate form. Please retain a copy for your records.

THANK YOU! New Heights Youth, Inc. is a not-for-profit organization under section 501(c)3 of the Internal Revenue code; therefore, your donation may be tax-deductible.

AUTHORIZED DONOR SIGNATURE _____ DATE _____



OGDEN UT 84201-0038

In reply refer to: 0441669846
Feb. 11, 2010 LTR 4168C E0
20-1903332 000000 00

00025123
BODC: TE

NEW HEIGHTS YOUTH INC
2576 BROADWAY PMB 213
NEW YORK NY 10025



003463

Employer Identification Number: 20-1903332
Person to Contact: AL
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Feb. 02, 2010, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in January 2005.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Rita A. Leete
Accounts Management II