



JOIN US AS  
WE CELEBRATE 20 YEARS OF

**MADNESS**

OPEN BAR + HORS D'OEUVRES + COLLEGE GAMES

BENEFITING NEW HEIGHTS COLLEGE BOUND STUDENT-ATHLETES





# THURSDAY, MARCH 20, 2025

## THE AINSWORTH

45 E 33RD ST, NYC

6 PM - 7 PM

PROGRAM + COCKTAILS

7 PM - 10 PM

NCAA BASKETBALL VIEWING PARTY

## HOST COMMITTEE

Brandon Adams\*  
Alican Arcasoy  
Khadija Campbell  
Alfonso Costa Jr.\*  
Kristopher Cotaj  
Jose D'Oleo\*

Anneke Day  
Gregory Desroches  
Tommy Doherty  
Kevin Dutervil  
Nate Edenfield  
Jason Fiedler

Amanda Fields  
Annika Florio  
Michael Gardner\*  
J.C. Gibbons  
Ian Goldberg  
Lance Goulbourne\*

Justin Grant  
Oliver Hildebrandt  
Alex Hohl  
Bryan Hurley  
Katie Kinum  
Leo Koné

KJ Lee  
Jake Levey  
Melanie Lockett\*  
Freddy Marsh  
Tommy McLaughlin  
Kyle Morgan

Chadd Mukete  
Ike Ngwudo  
Matthew Norman  
Rod Odom  
Andrew Pugar  
Petiri Reed\*

Anthony Reyes\*  
Jesse Rothstein  
Tom Ryan  
Lisa Schaefer  
Jacq Schoninger\*  
Jeremy Shuster

Sydney Skinner  
Michael Tringali  
Kyle Van Natta  
Zach West  
Mark Westfall  
Cecil White  
Omar Wilson

\*New Heights Alum





3/20/25  
AINSWORTH MIDTOWN



# 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 one of our signature fundraising events at New Heights. The annual event brings together insiders and leaders across all NYC industries including sports, real estate, law, finance, media and entertainment for the past 19 years.





# 20TH 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 college bound student-athletes!**





# SPONSORSHIP OPPORTUNITIES



# 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



**Petiri Reed\***  
ELC Co-Chair  
Bernstein

**Bryan Hurley**  
ELC Co-Chair  
Cushman & Wakefield

**Brandon Adams\***  
Game Seven Marketing

**Alican Arcasoy**  
ARTDAI

**Andrew Braver**  
Cushman & Wakefield

**Khadija Campbell**  
KC Strategy & Consulting

**Steven Colombo**  
Goldman Sachs  
Asset Management

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Falcone Residential

**Kristopher Cotaj**  
Halstead Management Company

**Jose D'Oleo\***  
Johnson & Johnson

**Anneke Day**  
Accenture

**Gregory Desroches**  
Beatrice Advisors

**Tommy Doherty**  
Barclays

**Kevin Dutervil**  
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**Jason Fiedler**  
Left Lane Capital

**Amanda Fields**  
Google

**Annika Florio**  
SailGP

**Michael Gardner\***  
Via Redwood

**J.C. Gibbons**  
Neuberger Berman

**Ian Goldberg\***  
Venrex

**Lance Goulbourne\***  
Morgan Stanley

**Justin Grant**  
Capitol Music Group

**Oliver Hildebrandt**  
Private Investments

**Alex Hohl**  
Cravath, Swaine & Moore LLP

**Katie Kinum**  
Goldman Sachs

**Leo Koné**  
Newmark

**KJ Lee**  
J.P. Morgan

**Jake Levey**  
Boston Consulting Group

**Melanie Lockett\***  
ClassPass

**Freddy Marsh**  
Wharton MBA Candidate

**Tommy McLaughlin**  
Morgan Stanley

**Kyle Morgan**  
Sperry, Mitchell & Co.

**Chadd Mukete**  
HSBC

**Ike Ngwudo**  
Evercore

**Matthew Norman**  
J.P. Morgan Private Bank

**Rod Odom**  
Apollo Global Management

**Andrew Pugar**  
Goodwin Procter

**Anthony Reyes\***  
Savion

**Jesse Rothstein**  
LinkedIn

**Tom Ryan**  
NBA

**Brian Sateja**  
Apollo Global Management

**Lisa Schaefer**  
Boston Consulting Group

**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

# BOARD OF DIRECTORS



**Mark Patricof**, *Board Chairman*  
Founder  
Patricof Co

**Duane Fiedler**, *Vice Chairman*  
Partner  
Fiedler Deutsch

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

**Jonathan Marotta**, *Secretary*  
Managing Director  
Crescent Capital

**Will Blodgett**  
Founder and CEO  
Tredway

**Linda Choong**  
Founder and CEO  
LLC Left+Right LLC

**Chris De La Rosa\***  
Founder and CEO  
Heights Development

**Troy Dixon**  
Managing Partner and CIO  
Hollis Park Partners

**John Gilmore**  
Managing Director  
Walker & Dunlop

**Steve Grant**  
Managing Principal  
MCRE Partners

**Byron Jones**  
Retired NFL Player

**Rich Kleiman**  
Co-Founder  
35V and Boardroom

**Nina Lesavoy**  
Founder/Managing Director  
Avec Capital

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

**Jason Ourman**  
Apollo Global Management  
Partner, Real Assets

**Richard Roberts**  
Principal/Managing Director  
Red Stone Equity Partners

**Alan Schrager**  
Portfolio Manager/Senior Partner  
Oak Hill Advisors

**Nicholas Silvers**  
Founding Partner  
Tavros Capital

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

**Jason Stein**  
SC Holdings  
Managing Partner

**David Thompson**  
Managing Director  
Morgan Stanley

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

**James Yolles**  
Managing Director  
Risa Heller Communications

**Vicki Zubovic**  
Chief External Relations Officer  
Khan Academy

*\*New Heights alum*



# CONTACT US

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