



**Sports Ball 2012
18th Annual Black Tie Gala**

Thursday, April 12, 6pm
Pier Sixty @Chelsea Piers
New York City

2012 Leadership Award Recipients*

Morrell M. Avram, MD

Chief, Avram Division of Nephrology at Long Island College Hospital
Professor of Medicine, SUNY Downstate Medical Center

Frank Cooper

Senior Vice President & Chief Consumer Engagement Officer, PepsiCo America Beverages

Lorna & Lowell Hawthorne

Executive Team, Golden Krust Caribbean Bakery & Grill

Mike Lupica

Sports Columnist, *The New York Daily News*

**additional honorees to be announced*

Sponsorship Levels

- Wimbledon: \$50,000+**
Table of 10 with priority positioning and celebrity guest at table • gift bag with athletic footwear • invitations to pre-gala VIP/Celebrity Reception • sponsorship of specialty area (press room, raffle, music stage, etc.) • company logo on all event signage • acknowledgement by event hosts • banner ad and logo with hyperlink on SPORTSBALL website • top positioning on all PR and marketing materials • product placement opportunity
- US Open: \$25,000**
Table of 10 with premium positioning and celebrity guest at table • gift bag with athletic footwear • invitations to pre-gala VIP/Celebrity Reception • company logo on all event signage • acknowledgement by event hosts • logo with hyperlink on SPORTSBALL website • listed in all PR and marketing materials • product placement opportunity
- French Open: \$15,500**
Table of 10 plus celebrity and guest at table • gift bag with athletic footwear • invitations to pre-gala VIP/Celebrity Reception • listing on all event signage • acknowledgement by event hosts • logo with hyperlink on SPORTSBALL website • listed in all PR & marketing materials • product placement opportunity
- Australian Open: \$10,000**
Table of 10 • gift bag with athletic footwear • listing on all event signage • acknowledgement by event hosts • logo with hyperlink on SPORTSBALL website • product placement opportunity
- Fan: \$1,000**
Individual ticket to reception and dinner • gift bag with athletic footwear
- I am unable to attend Sports Ball 2012 but enclosed is my donation of \$ _____.**

Name: _____
 Title: _____
 Organization: _____
 Address: _____

 City/State: _____ Zip Code: _____ Telephone: _____
 Fax: _____ Email: _____

____ Payment is enclosed (Please make check payable to: Arthur Ashe Institute for Urban Health)
 Charge my **American Express** Card: Card Number: _____ Exp. Date: _____