



Sports Ball 2008
 Our 14th Annual Black Tie & Sneakers Gala

Thursday, April 24, 6pm
 Pier Sixty @Chelsea Piers, New York City

HOSTS

Mary Carillo (HBO Sports) and Otis Livingston (NBC 4)
Featuring Celebrity Guests, Deluxe Gift Bag & Sneakers, Silent Auction, Dancing, and more!

2008 Leadership Award Recipients

We are pleased to announce that the majority of our Sports Ball 2008 Leadership Recipients are all prominent members of Time Warner. This is the first time in the history of the Sports Ball that so many of our honorees represent the same entity. An exemplary corporate citizen, Time Warner holds a special place in the Arthur Ashe legacy. Off the tennis court, Arthur was a member of the Time Warner family as a writer, journalist and broadcaster.

RICHARD D. PARSONS

Chairman of the Board
 Time Warner

BRYANT GUMBEL

Host, HBO Real Sports

BILLIE JEAN KING

Tennis Legend, Champion and Pioneer
 Commentator, HBO Sports

TERRY McDONELL

Editor, Sports Illustrated Group

DR. DAWN MORTON-RIAS

Dean, College of Health Related Professions
 SUNY Downstate Medical Center

Sponsorship Levels

- Wimbledon: \$50,000+**
 Table of 10 with priority positioning and celebrity guest at table ▯ deluxe gift bag with athletic shoes ▯ invitations to pre-gala VIP/Celebrity Reception ▯ full-page color ad in program book ▯ sponsorship of specialty area (press room, raffle, music stage, etc.) ▯ company logo on all event signage ▯ acknowledgement by event hosts and in program book ▯ 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 ▯ deluxe gift bag with athletic shoes ▯ invitations to pre-gala VIP/Celebrity Reception ▯ full-page color ad in program book ▯ company logo on all event signage ▯ acknowledgement by event hosts and in program book ▯ 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 ▯ deluxe gift bag with athletic shoes ▯ invitations to pre-gala VIP/Celebrity Reception ▯ full-page/B&W ad in program book ▯ listing on all event signage ▯ acknowledgement by event hosts and in program book ▯ logo with hyperlink on SPORTSBALL website ▯ listed in all PR & marketing materials ▯ product placement opportunity
- Australian Open: \$10,500**
 Table of 10 ▯ deluxe gift bag with athletic shoes ▯ half-page/B&W ad in program book ▯ listing on all event signage ▯ acknowledgement by event hosts and in program book ▯ logo with hyperlink on SPORTSBALL website ▯ listed in all marketing materials ▯ product placement opportunity
- Pro Circuit: \$9,000**
 Table of 10 ▯ deluxe gift bag with athletic shoes ▯ listing on acknowledgement page in program book ▯ listing with hyperlink on SPORTSBALL website
- Fan : \$950**
 Individual ticket to reception and dinner. Deluxe gift bag.
- I am unable to attend the Sports Ball but enclosed is my donation of \$ _____.**
 Individual ticket to reception and dinner. Deluxe gift bag.

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: _____