



## SPORTS LEGENDS JULIUS "DR. J." ERVING AND GEORGE FOREMAN PITCH IN FOR SPORTS BALL '98

On Tuesday, April 21st at the Waldorf=Astoria, Basketball Hall of Fame member and NBC commentator, Julius "Dr. J." Erving will join forces with George Foreman, former heavy weight boxing champion of the world, to raise money for the Arthur Ashe Institute for Urban Health at Sports Ball '98.

Dr. J. is the Honorary Chairman of the star-studded event. George Foreman is one of three people being honored by AAIUH with its prestigious Leadership Award. Foreman is being honored for community service. Dr. JoAnn Bradley, the Vice President and Executive Dean of the College of Health Related Professions at the State University of New York Health Science Center at Brooklyn, is being honored for leadership in urban medical education; and Mr. Robert Ingram and his company, Glaxo Wellcome are being honored for contributions to organizations and programs that address urban health concerns.

Sports Ball '98 is the Arthur Ashe Institute for Urban Health's fourth annual fund raising event. This year's corporate co-chairs are Robert Ingram, President & CEO of Glaxo Wellcome

and Sheila and Robert Johnson of Black Entertainment Television, Inc. (BET). The emcees are Robin Roberts, commentator for ESPN and ABC sports, and Al Roker, meteorologist for the NBC Today program.

The Sports Ball is a star-studded gala evening that begins with cocktails and games at 6:00 PM and ends with dancing at 11:00 PM. Celebrities like Earl "the Pearl" Monroe, Bob Cousy, Bryant Gumbel, Gail Devers, Gloria Steinem, Tom Brokaw, Cicely Tyson, Lynn Whitfield, and Nancy Liberman-Cline will play games and dine with the other guests.

A live auction adds to the fun of the evening. This year an almost impossible to get four-wheel drive Mercedes-Benz from Mercedes-Benz Manhattan and a custom made pool table valued at \$25,000 from Blatt Billiards are being auctioned. Successful bidders can deduct the amount of the purchase that exceeds the wholesale price of either item from their taxes.

If you would like to purchase a table or a ticket for Sports Ball '98 please complete the reservation form on the reverse side of this page.



**Arthur Ashe Institute  
for Urban Health  
Sports Ball '98**

I/we would like to be a Sports Ball '98 sponsor. Please reserve \_\_\_ table(s) as indicated below:

**Owner's Table (\$25,000)**

- exclusive category • sponsor status • prominent positioning in all public relations & events materials • live dinner acknowledgment by celebrity emcees • company banners displayed throughout event • an inner circle table of 12 (including two seats reserved for a celebrity and a guest) • product placement in deluxe Sports Ball '98 gift bag • pair of athletic shoes and deluxe gift bag for you and your guests • color ad in souvenir journal

**General Manager's Table (\$15,000)**

- category sponsor status • prominent positioning in all public relations & events materials • company banners displayed in Sports Ball '98 reception areas and game rooms • prime location table for 12 (including two seats reserved for a celebrity and a guest) • opportunity for product placement in deluxe Sports Ball '98 gift bag • pair of athletic shoes and deluxe gift bag for you and your guests • color ad in souvenir journal

**Coach's Table (\$10,000)**

- black and white ad in Sports Ball '98 journal • company banners in Sports Ball '98 locker room • premium location table for 10 • pair of athletic shoes and deluxe gift bag for you and your guests

**Player's Table (\$5,000)**

- table for 10 • pair of athletic shoes and deluxe gift bag for you and your guests • listing in the Sports Ball souvenir journal

I/we cannot be sponsors but would like to purchase \_\_\_\_\_ individual tickets @

\$ 2,500

\$ 1,500

\$ 1,000

\$ 500

I/we cannot attend. Enclosed is a donation of \$ \_\_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization:

\_\_\_\_\_  
Address:

\_\_\_\_\_  
City/State:

\_\_\_\_\_  
Zip Code

\_\_\_\_\_  
Telephone:

\_\_\_\_\_  
Fax:

Please make checks payable to: Arthur Ashe Institute for Urban Health or charge it to your American Express Card

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Signature

We look forward to seeing you on Tuesday, April 21st at the Waldorf=Astoria.

Please mail or fax this completed form to: Ms. Wanda Mann, Coordinator, Sports Ball '98.  
1120 Avenue of the Americas, Suite 1339, New York, NY 10036  
Fax: 212/944-4444; Telephone: 212/391-7598

