

# CARING FOR NEW YORK GALA

THURSDAY, JUNE 6, 2019 | CAPITALE | COCKTAILS 6:00 P.M. | DINNER 7:00 P.M.

The Ryan Health Caring for New York Gala supports our mission to provide exceptional primary care and patient-centered specialty services to New York’s diverse and underserved communities. We have embraced that mission for over fifty years, due in large part to the support of generous sponsors.

Ryan Health’s new tagline, “Caring for New York. Here for You.” demonstrates our commitment to put each patient at the center of everything we do. From Harlem to the East Village, and Hell’s Kitchen to the Upper West Side, our dedicated care teams provide affordable, compassionate, and culturally competent care to almost 50,000 patients annually in our primary care, school-based, and community health outreach centers, as well as a fully equipped mobile health center.

Today, we ask you to help us continue to give the gift of access to affordable healthcare to tens of thousands of New Yorkers by your participation in the 2019 Caring for New York Gala.

## TABLES

### PRESENTING SPONSORSHIP \$100,000

- Please call the Gala Event Office to discuss the exclusive benefits, tailored to your requests, available with this sponsorship

### HEALTH LEADER (limited to two) \$75,000

- Company representative named as Gala Committee Chair
- Recognition from podium
- Three tables of 10 in prime location
- Invitations to the VIP reception
- Special recognition on all printed materials
- Featured in event PR and social media
- Prominently highlighted full-screen ad in e-journal and top rotation in event digital display
- Top rotation of logo tile on event website, linking to ad
- Annual benefits including recognition signage in one Ryan Center, and company logo in all communications and on website

### HEALTH CHAMPION \$50,000

- One company representative named to Gala Committee
- Recognition from podium
- Two tables of 10 in prime location
- Invitations to the VIP reception
- Special recognition on all printed materials
- Featured in event PR and social media
- Full-screen ad highlighted in e-journal and event digital display
- Rotation of logo tile on event website, linking to ad
- Annual benefits including logo on Ryan website

### HEALTH CRUSADER \$25,000

- Recognition from podium
- One table of 10 in a preferred location
- Invitations to the VIP reception
- Included on all printed materials
- Featured in event PR and social media
- Full-screen ad highlighted in e-journal and event digital display at the Gala
- Rotation of logo tile on event website, linking to ad
- Annual benefits including logo on Ryan website

### HEALTH PROTECTOR \$15,000

- One table of 10
- Included on all printed materials
- Full-screen ad included in e-journal and event digital display at the Gala

### HEALTH DEFENDER \$12,500

- One table of 10
- Included on all printed materials
- Half-screen ad included in e-journal and event digital display at the Gala

## TICKETS

### ADVOCATE \$5,000

- Four tickets/quarter screen ad in e-journal and event digital display at the Gala

### SUPPORTER \$2,500

- Two tickets, listing in e-journal

### PATRON \$1,000

- One ticket, listing in e-journal

### YOUNG PROFESSIONAL TICKET \$750

- One ticket (limited availability for community-based organizations)

## E-JOURNAL ADS

**DIGITAL ONLY.** All ads will appear online and in a 16:9 (1920 x 1080 pixel) slide show during the event. Ads will be posted on a rolling basis, as received. Online ads link to sponsor website and remain online until our next event 2021.

- \$2,500** Full screen with blue border; highest frequency
- \$1,750** Full screen with white border
- \$900** Half screen
- \$500** Quarter screen
- \$250** Congratulatory greeting (text only)

### DUE DATE FOR AD SUBMISSIONS

E-Journal closing date is **May 24, 2019**  
Please submit copy and/or art at  
CaringForNYGala@mmeventgroup.com.

### SUBMISSION FORMATS

All art should be in RGB color mode; 300 dpi;  
jpeg files preferred; company logos welcome.

### OPTION #1: Provide Your Ad

**Full page:** 10" x 5.63"

**Half page:** 5" x 5.63

**Quarter page:** 2.5" x 2.815"

### OPTION #2: We Create Your Ad

Send jpegs of the graphics (ie, logo and/or photo/illustration) that you'd like incorporated into your ad at roughly the size that you would like them used - small images will look blurry if enlarged significantly. Submit brief text that may include a congratulatory message, company contact info, or a short message.

Print your ad and name as you wish it to appear:

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For more information please call 212-651-4381 or email CaringForNYGala@mmeventgroup.com.

## YOUR INFORMATION

YOUR NAME(S), EXACTLY AS YOU WISH IT TO APPEAR ON ALL PRINTED MATERIALS

CONTACT NAME(S) & SALUTATIONS (FOR MAILING PURPOSES)

EMAIL

DAYTIME PHONE

CELL

COMPANY (IF THIS IS A CORPORATE COMMITMENT)

MAILING ADDRESS

CITY/STATE/ZIP

## PAYMENT DETAILS

Please make checks payable to **Ryan Health**

- A check for my table/ticket/journal ad is enclosed in the amount of \$\_\_\_\_\_
- I am unable to attend, but would like to support Ryan Health with a tax-deductible contribution of \$\_\_\_\_\_
- Please charge my VISA/AMEX/MC:  
 personal account  corporate account

CARD NUMBER

CVC

EXP. DATE

NAME AS IT APPEARS ON CARD (please print)

BILLING ADDRESS

CITY/STATE/ZIP

SIGNATURE (REQUIRED)

- My employer has a matching gifts program.

Contributions, including Journal ads, are tax-deductible to the full extent allowed by law. Each table is tax deductible less \$2,250; each ticket is tax deductible less \$225. Gifts from donor-advised funds, foundations, and charitable trusts may not be used for purchases that provide tangible benefits to any individual.

### Please return this form by mail or email to:

CaringForNYGala@mmeventgroup.com  
500 7<sup>th</sup> Avenue  
c/o Marilyn Moss, 8<sup>th</sup> Floor  
New York, NY 10018  
212-651-4381