

Planting the Seeds

The Brooklyn Hospital Foundation

2015 Founders Ball



For Our Pediatric E.D.

Thursday, June 4, 2015

RESERVATION FORM

World renowned pop artist Kenny Scharf will design and execute an exciting mural for the New Pediatric Emergency Department. A limited number of spaces are available for sponsor names to be embedded in the original work of art*– this is the second art installation Kenny Scharf has gifted to the Hospital. He will also sign and number limited edition lithographs for 2015 Donors who contribute \$15,000 or higher – an extraordinarily valuable thank you and a significant piece for one’s home or office.

**Preliminary designs are based on the current Kenny Scharf mural in our Children’s Health Center. Kenny Scharf will be designing and executing an exciting new piece for the Pediatric Department.*



SPONSORSHIP PACKAGES

- **\$100,000 Butterfly Package**
 - Your name/company name will appear inside the mural's butterfly wing (only two available)
 - Two tables for ten at the Founders Ball
 - Unique visibility at the event
 - Gold journal print ad
 - Kenny Scharf signed lithograph
- **\$50,000 Petal Package**
 - Your name/company name will appear inside the mural's flower petal (only eight available)
 - Two tables for ten at the Founders Ball
 - Unique visibility at the event
 - Silver journal print ad
 - Kenny Scharf signed lithograph
- **\$25,000 Leaf Package**
 - Your name/company name will appear inside the mural's leaf (only twenty available)
 - One table for ten at the Founders Ball
 - Unique visibility at the event
 - Silver journal print ad
 - Kenny Scharf signed lithograph
- **\$15,000 Blade of Grass Package**
 - Your name/company name will appear inside the mural's blade of grass
 - One table for ten at the Founders Ball
 - Unique visibility at the event
 - Full page journal print ad
 - Kenny Scharf signed lithograph
- **\$10,000 Listing Package**
 - Your name/company name will appear alongside the mural
 - Seating for four at the Founders Ball
 - Unique visibility at the event
 - Full page journal print ad



EVENT ONLY OPPORTUNITIES

- **\$10,000 Preferred Seating for 10**
 - Journal Listing
- **\$6,000 Seating for 10**
- **\$3,000 Preferred Seating for 2**
 - Journal Listing
- **\$1,200 Preferred Seating for 1**
 - Journal Listing
- **\$750 Seating for 1**
 - Journal Listing
- **\$550 Seating for 1**

JOURNAL

- **Inside Cover** \$7,500
 - **Gold Page** \$5,000
 - **Silver Page** \$2,500
 - **Full Page** \$1,500
 - **Half Page** \$750
- Ad specifications: Files should be black and white, camera ready at 100% size, high resolution (300dpi) PDF or EPS file. Ad size is 5”w x 8”h except for half page which is 5”w x 3.875”h. Submit file copy by email to foundersball@nyp.org. For further information, call Mariangela Ciccone at (212) 838-2660 x 12. **Ad submission deadline: May 10, 2015**

CONTRIBUTION

I/We are unable to attend, but would love to make a tax-deductible contribution of :

\$ _____ in honor of _____

Please fill out and return in enclosed, pre-addressed envelope:

Name _____

Title _____

Company _____

Listing _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

I/We wish to be seated with:

_____ Vegetarian _____ Kosher

Select preferred payment option:

Payment amount \$ _____

Make check payable to: The Brooklyn Hospital Foundation

Mail checks to: The Brooklyn Hospital Foundation

121 Dekalb Avenue, Brooklyn, NY 11201

Scan this pledge form and email to Missy Sirola at mes9107@nyp.org

Please charge my credit card: Visa MasterCard American Express Discover

Name on card _____

Card # _____ Expiration date _____

You may pay online by going to: www.tbh.org/foundersball

For more information, please contact:

Debbie Niederhoffer, VP & Chief Development Officer, at den9022@nyp.org or 718-250-8599

Missy Sirola, Development Manager, at mes9107@nyp.org or 718-250-6514