



Children's Aid Benefit

**Join us for a special evening of
celebration and generosity!**

The Children's Aid Benefit is a celebration of the young people served by our life-changing programs and recognition of the partners who support our important work. This year, for the first time in our history, this showcase event will be a hybrid benefit, providing guests with the choice between an in-person or virtual experience.

Thursday, October 21, 2021

6:00 p.m.
Doors open

7:00 p.m.
Dinner begins
promptly

8:00–8:30 p.m.
Virtual and live
program

Ziegfeld Ballroom • 141 West 54th Street, New York, NY
Cocktail Attire



Chair of the Board
Amy Engel Scharf
President and CEO
Phoebe C. Boyer

Benefit Committee Chairs
Jill Johnson and
Tom Reynolds
Beth and Ira Leventhal
Holly Phillips and
Jose Tavarez

Benefit Committee
Leslie and Ashish Bhutani
Phoebe Boyer and
Todd Snyder
Lauren Melkus
Erina Pindar

Eren Rosenfeld and Jack Dunne
Lauren Razook Roth and
John Roth
Amy and Charlie Scharf

SPONSORSHIPS AND TICKETS

Please indicate your attendance preference for your sponsorship or ticket reservation below.

☐ In-person

☐ Virtual/Online

☐ AMBASSADOR \$100,000

- In-person or digital event experience for up to 30 guests:
 - 3 premier tables of 10 with cocktails and dinner at the Ziegfeld Ballroom *or*
 - Pre/Post-event virtual party for up to 30 guests in private “rooms” including a curated care package sent to host with event amenities and mission-based giveaways, and digital night-of packages for their guests
- Verbal recognition in the President’s remarks
- Premier name/logo listing in event materials, on event website, and on social media
- Feature in press release
- Full-screen ad placements in digital journal and live program
- Listing in print/digital program

☐ CHAMPION \$75,000

- In-person or digital event experience for up to 20 guests:
 - 2 priority tables of 10 with cocktails and dinner at the Ziegfeld Ballroom *or*
 - Pre/Post-event virtual party for up to 20 guests in private “rooms” including a curated care package sent to host with event amenities and mission-based giveaways, and digital night-of packages for their guests
- Verbal recognition in speaking program
- Priority name/logo listing in event materials, on event website, and on social media
- Full-screen ad placements in digital journal and live program
- Listing in print/digital program

☐ HERO \$50,000

- In-person or digital event experience for up to 10 guests:
 - 1 prime table of 10 with cocktails and dinner at the Ziegfeld Ballroom *or*
 - Pre/Post-event virtual party for up to 10 guests in a private “room” including a curated care package sent to host with event amenities and mission-based giveaways, and digital night-of packages for their guests
- Verbal recognition in speaking program
- Name/logo listed in event materials, on event website, and on social media
- Full-screen ad placements in digital journal
- Listing in print/digital program

☐ MENTOR \$25,000

- In-person or digital event experience for up to 10 guests:
 - 1 preferred table of 10 with cocktails and dinner at the Ziegfeld Ballroom *or*
 - Pre/Post-event virtual party for up to 10 guests in a private “room” including a curated care package sent to host with event amenities and mission-based giveaways, and digital night-of packages for their guests
- Verbal recognition in speaking program
- Name listed in event materials, on event website, and on social media
- Half-screen digital ad placements in digital journal
- Listing in print/digital program

☐ ADVOCATE \$15,000

- In-person or digital event experience for up to 10 guests:
 - 1 table of 10 with cocktails and dinner at the Ziegfeld Ballroom *or*
 - Pre/Post-event virtual party for up to 10 guests in a private “room” including a curated care package sent to host with event amenities and mission-based giveaways, and digital night-of packages for their guests
- Name listed in event materials, on event website, and on social media
- Quarter-screen digital ad placements in digital journal
- Listing in print/digital program

☐ MENTOR TICKET(S) _____ x \$2,500 = \$ _____

- In-person or digital event experience for one:
 - 1 seat with cocktails and dinner at the Ziegfeld Ballroom *or*
 - General admission login for virtual participation for event and digital night-of package
- Listing in print/digital program

☐ SUPPORTER TICKET(S) _____ x \$1,000 = \$ _____

- In-person or digital event experience for one:
 - 1 seat with cocktails and dinner at the Ziegfeld Ballroom *or*
 - General admission login for virtual participation for event and digital night-of package
- Listing in digital program

☐ GENERAL ADMISSION Free

- Digital event experience for one
- Digital night-of package

Sponsors confirmed by Monday, August 16, 2021 will be listed on our benefit invitation.

EVENT JOURNAL ADS *

- * Digital journal will be visible at various points throughout the event to all in-person attendees and virtual registrants.

☐ HERO DIGITAL SPONSORSHIP \$5,000

Full-screen ad placements

☐ MENTOR DIGITAL SPONSORSHIP \$2,500

Half-screen ad placements

☐ ADVOCATE DIGITAL SPONSORSHIP \$1,500

Quarter-screen ad placements

Deadline for digital event journal ad copy and artwork is Friday, October 1, 2021.

Full-screen ad: 1920 x 1080 px • Half-screen ad: 850 x 850 px • Quarter-screen ad: 850 x 390 px

For logo: Vector file (.ai or .eps) with a resolution of 300 dpi or greater

CONTRIBUTION

- ☐ I/We cannot join, but wish to make a fully tax-deductible contribution in the amount of:

\$ _____.



Please complete information on the next page.

PROMOTIONAL EXPOSURE:

- Average unique monthly web visits: 17,000+
- Facebook followers: 51,000+
- Instagram followers: 2,937

- Twitter followers: 11,300
- Email subscribers: 64,000

CONTACT INFORMATION

Name (☐ Mr. ☐ Ms. ☐ Mrs. ☐ Dr. ☐ Mx.): _____

Company: _____

Title: _____

Preferred listing in event materials: _____

Mailing Address: _____

City: _____

State: _____

ZIP: _____

Email: _____

Phone: _____

How did you hear about us? _____



Mailing address, email, and phone number are required to receive curated packages for virtual table hosts. Information must be received no later than **Friday, October 1, 2021**.

PAYMENT INFORMATION

My/Our total contribution amount is \$ _____ .

Your gift in excess of \$255 per seat for in-person participation is tax-deductible. Virtual room sponsorship in excess of \$175 is tax-deductible. Mentor and supporter virtual tickets, digital event journal ads, and contributions are 100% tax-deductible. Children's Aid is a 501(c)(3) nonprofit organization. Tax ID # 13-5562191.

☐ **Please charge my credit card:** ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Name as it appears on card: _____

If company card, please list company: _____

Card number: _____

Expiration date: _____

CVV code: _____

Signature: _____

Date: _____

Billing address (if different address than above): _____

☐ **Enclosed is a check payable to Children's Aid.**

Please use enclosed envelope to mail registration to:

Children's Aid Events Office • 117 West 124th Street, 5th Floor • New York, NY • 10027

Your gift can be doubled, or even tripled, if you or a spouse work for a company with a matching gift program. Please visit **[ChildrensAidNYC.org/get-involved/matching-gifts](https://www.childrensaidnyc.org/get-involved/matching-gifts)** or contact your employer for more information.

For more information, please contact Director of Events Malia Poai at events@ChildrensAidNYC.org or call 212.284.4591.



Sponsorships and tickets may be purchased online at [ChildrensAidNYC.org/benefit](https://www.ChildrensAidNYC.org/benefit)

A copy of our most recently filed financial report is available from the Charities Registry on the New York State Attorney General's website (www.charitiesnys.com) or, upon request, by contacting the New York State Attorney General, Charities Bureau, 28 Liberty Street, New York, NY 10005, or us at 117 West 124th Street, 5th Floor, New York, NY 10027. You also may obtain information on charitable organizations from the New York State Office of the Attorney General at www.charitiesnys.com or (212) 416-8401.