



Children's Aid Benefit

Join us for a special evening of celebration and generosity!

The **Children's Aid Benefit** is an annual celebration of the young people served by our essential programs and recognition of the partners who support our important work. Now in its 15th year, the benefit is Children's Aid's showcase event, attracting hundreds of generous industry leaders, community luminaries, and cherished, philanthropic friends.

Thursday, October 16, 2025

Cocktails at 6:00 p.m. • Dinner at 7:00 p.m.

Ziegfeld Ballroom • 141 West 54th Street, New York, NY 10019

Cocktail Attire

LEADERSHIP

Chair of the Board
Jill J. Olson

Benefit Committee Chairs
Beth and Ira Leventhal
Eren Rosenfeld and Jack Dunne
Suzanne Waltman and Martin Friedman

President and CEO
Phoebe C. Boyer

Benefit Committee *(List in formation)*

Iris Abrons • Ishita Aggarwal • Patricio Barnuevo • Leslie and Ashish Bhutani • Phoebe Boyer and Todd Snyder • Catherine Canino
Sonal Chopra • Becky and Mike Goss • Julie and Sebastian Guth • Claire and Geoff Hauck • Nargis Hilal • Lauren Melkus
Jill and Brian Olson • Kevin Reda • Lauren Razook Roth and John Roth • Yassaman and Mathieu Salas • Lisa Timmel and David Markus
Kelly Tullier and Hugh Johnston • Gaby Vogel • Veronica Watson

PROMOTIONAL EXPOSURE

Facebook Followers
49,000+

X Followers
10,500

Instagram Followers
5,524

Email Subscribers
22,712

Unique Web Viewers Per Month
30,000



SPONSORSHIPS AND TICKETS

○ AMBASSADOR \$100,000

- 3 premier tables of 10
- Special recognition in the President's remarks
- Premier logo placement on step and repeat
- Premier name/logo listing on social media and in event materials
- Premier name/logo listing and linking on event website
- Feature in press release
- Full-screen ad placement in digital journal and during live program
- Listing in print/digital program

○ CHAMPION \$75,000

- 2 priority tables of 10
- Verbal recognition in speaking program
- Priority logo placement on step and repeat
- Priority name/logo listing on social media and in event materials
- Priority name/logo listing and linking on event website
- Full-screen ad placement in digital journal and during live program
- Listing in print/digital program

○ HERO \$50,000

- 1 prime table of 10
- Verbal recognition in speaking program
- Prime name/logo listing on social media and in event materials
- Prime name/logo listing and linking on event website
- Full-screen ad placement in digital journal and during live program
- Listing in print/digital program

○ MENTOR \$25,000

- 1 preferred table of 10
- Verbal recognition in speaking program
- Preferred name/logo listing on social media and in event materials
- Preferred name/logo listing and linking on event website
- Half-screen digital ad placement in digital journal
- Listing in print/digital program

○ ADVOCATE \$15,000

- 1 table of 10
- Name listing on event website, social media, and in event materials
- Quarter-screen digital ad placement in digital journal
- Listing in print/digital program

○ PATRON TICKET(S) \$2,500x___ = \$_____

- 1 seat
- Name listing in digital signage
- Exclusive, early access to the Team Children's Aid application for the 2026 United Airlines NYC Half and TCS New York City Marathon

○ SUPPORTER TICKET(S) \$1,000x___ = \$_____

- 1 seat

Sponsors confirmed by Tuesday, August 12, 2025 will be listed on our benefit invitation.

EVENT DIGITAL JOURNAL ADS

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

○ "LEARN" DIGITAL JOURNAL AD \$1,500

Quarter-screen ad placement

○ "GROW" DIGITAL JOURNAL AD \$2,500

Half-screen ad placement

○ "LEAD" DIGITAL JOURNAL AD \$5,000

Full-screen ad placement

DIGITAL JOURNAL AD SPECS AND DEADLINE

- Quarter-screen ad: 960 x 540 px
- Half-screen ad: 960 x 1080 px
- Full-screen ad: 1920 x 1080 px
- For logo only: Vector file (.ai or .eps) with a resolution of 300 dpi or greater
- File Types Accepted: JPEGs, PNGs, TIFs, and PSDs

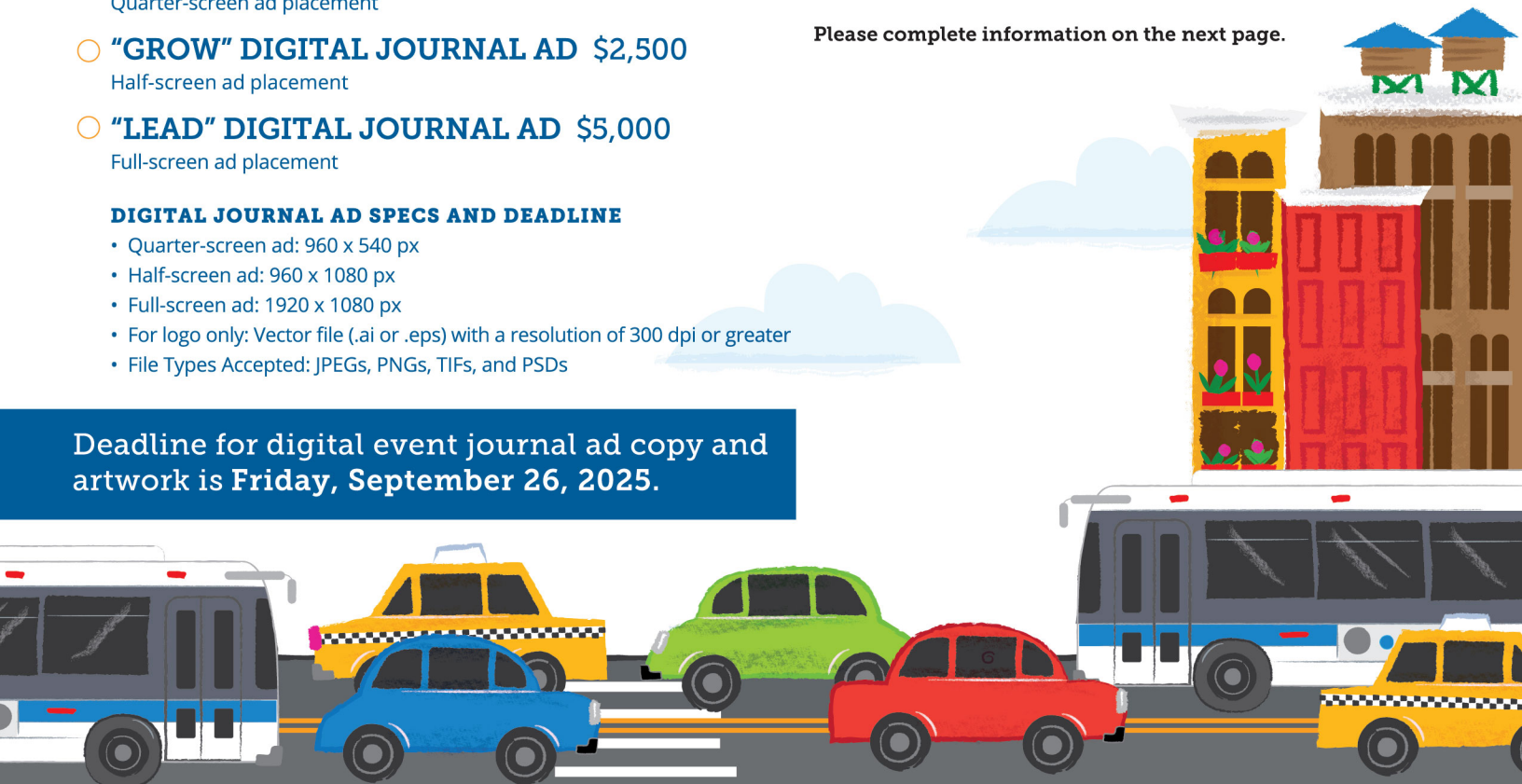
Deadline for digital event journal ad copy and artwork is Friday, September 26, 2025.

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.



CONTACT INFORMATION

Name: _____

Company: _____ Title: _____

Name to be listed in event materials: _____

Mailing Address: _____ City: _____ State: _____ ZIP: _____

Email: _____ Phone: _____

How did you hear about us? _____

PAYMENT INFORMATION

Payment total

My/Our total contribution amount is \$ _____ .

- ☐ **Please charge my credit card:** ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover
- ☐ **Check here if this is a corporate gift**

Name as it appears on card: _____

If company card, please list company: _____

Card number: _____ Expiration date: _____ CVW 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.

Your gift in excess of \$203 per seat for participation is tax-deductible. Event digital journal ads and contributions are 100% tax-deductible. Children's Aid is a 501(c)(3) nonprofit organization. Tax ID # 13-5562191.

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

Sponsorships and tickets may also be purchased 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.

