

NATIONAL JEWISH HEALTH

BLACK



WHITE

Ball

Presented by L.A. Professional Services

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Saturday, June 6th, 2015

Skirball Cultural Center

6 p.m. Cocktails

7:30 p.m. Dinner & Entertainment

Celebrating the outstanding accomplishments of

George P. Blanco, Avant Advisory Group

Sunnie S. Kim, Hana Financial, Inc.

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For more than 50 years, supporters of National Jewish Health have gathered in Los Angeles at the **Black and White Ball** to celebrate the institution's world-renowned work and share our advances throughout the country. The event's success has enabled National Jewish Health to further our mission - to heal, to discover and to educate as a preeminent health care institution.

The 2015 event honors **George P. Blanco, Managing Director and Partner at Avant Advisory Group**, and **Sunnie S. Kim, President and CEO at Hana Financial, Inc.**, with the prestigious Humanitarian Award for their significant civic and charitable contributions.

For the past two years a **sold-out crowd of over 400** of Los Angeles' top attorneys, CPAs, bankers, factors, business consultants, wealth managers, clothing manufacturers and retailers have come together for an evening of great food, great company, great entertainment and a worthy cause.

www.lapsdblackandwhiteball.com



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2015 Black and White Ball Committee

Dinner Co-Chairs

Ronald Friedman, *Marcum LLP*

Robert K. Lewin, *CIT Commercial Services*

Debbie Steinberg, *CIT Trade Finances*

Dinner Committee

Vicky L. Balmot

Julie Beckley, *Union Bank*

Darrin Beer, *CIT Trade Finance*

Mark D. Brutzkus, *Ezra Brutzkus Gubner, LLP*

Mitchell Cohen, *CIT Trade Finances*

Barry C. Cohn, *Cohn Handler & Company*

Michael Earnhart, *Wells Fargo Capital Finance*

Martin A. Eckstein, *Wells Fargo Capital Finance*

Jeff Enoch, *Rosenthal & Rosenthal of California, Inc.*

Eric Fisch, *HSBC*

Steven Fisk, *Barney & Barney*

Harry W. Friedman, *Rosenthal & Rosenthal of California, Inc.*

Ronald Garber, *First Capital, Western Region*

Lenny Gordon, *Marcum LLP*

Rob Greenspan, *Greenspan Consult, Inc.*

Edward Handler, *Cohn Handler & Company*

Robert Handler, *Glaser Weil Fink Jacobs Howard Avchen & Shapiro, LLP*

Martin Hughes, *Moss Adams LLP*

Jeffrey H. Kapur, *Buchalter Nemer*

Issy Kotton, *BDO-USA, LLP*

Steven Kurtz, *Levinson Arshonsky & Kurtz*

William Mark Levinson, *Fox Rothschild LLP*

Fred Lionetti, *Continental Business Credit, Inc.*

Jay Mangel, *Crowe Horwath LLP*

Alan Martin, *Sheppard Mullin*

James Perse, *James Perse Enterprises, Inc.*

Mark Rabkin, *Moss Adams LLP*

Steven H. Reiner, *B. Riley & Co., LLC*

David M. Reza, *Milberg Factors, Inc.*

Stacey Riordan, *Nixon Peabody LLP*

Maier Rosenberg, *Cohn Reznick*

R. Douglas Smith, *Smith Mandel & Associates, LLC*

Kevin Sullivan, *Wells Fargo Century*

Amy Valencia, *California Apparel News*

Tanya Viner, *Buchalter Nemer*

Jeremy M. Weitz, *Buchalter Nemer*

Paul Zaffaroni, *Roth Capital Partners*

Auction Committee

Janelle Blanco, *Blanco + Hopkins & Associates, LLC*

Sydnee Breuer, *Rosenthal & Rosenthal of California, Inc.*

Gail Bernstein, *PNC Business Credit*
Christopher Chegwin, *LBW Insurance and Financial Services*

Bonnie Ezra, *Bonnie Lee Designs*

Natalie Hills-Boggs, *Merchant Factors*

Alex Sturm, *Cohn Handler & Company*

Ying Yang

Honoree Committee

To be Announced



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National Jewish Health is a beacon of hope for millions of children and adults all over the country. Our accomplishments are far-reaching as **the *leading respiratory hospital in the nation*** and one of **the most influential scientific institutions in the world** in the fields of respiratory, cardiac, immune and related conditions.

- In 1899, National Jewish Health was **founded as a nonprofit hospital** for homeless individuals with tuberculosis.
- **Patients travel to National Jewish Health from all 50 states and many foreign countries** to find answers. From 2012 to 2014, we logged over 309,000 patient visits, with each patient seeing their team of doctors for an hour at their first appointment.
- We treat all patients regardless of their ability to pay. **In Fiscal Year 2014, we provided \$23.2 million in charity care.**
- National Jewish Health is home to Morgridge Academy, a free K-8 school for **90 chronically ill children and the only school of its kind on a medical campus in the country.** The school's mission: to provide a safe, friendly and healthy school environment where students learn to manage their diseases while succeeding academically.
- Our world-class faculty and staff set national treatment guidelines and the hospital is **home to 24 of America's Top Doctors.**
- **The Lung Line®**, a free information service, has fielded more than **1.35 million calls** since 1983, offering **free medical counseling and educational information** on lung, heart, immune and related diseases to health care consumers and physicians around the country.
- National Jewish Health is in **the top 7 percent of institutions in the country** funded by the National Institute of Health. For a specialty hospital/research center, this funding is a tremendous achievement. We are responsible for many important scientific advances including the discoveries of the IgE molecule, the T-cell receptor gene and the proteins that slow the growth of cancer.

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Sponsorship Opportunities

\$50,000 Title Sponsor **

- *Choice between:* An exclusive dinner for ten (10) the evening before the Ball joined by representatives of National Jewish Health Executive Leadership **OR** a trip to Denver for two (2) including an all-access VIP Behind the Scenes Tour at National Jewish Health, airfare and hotel accommodations for one night
- Premium table for twenty (20)
- Full-page color ad on back cover, inside front cover or 2 full-page centerfold color ad in the Tribute Journal (*first-come, first-served basis*)
- Exclusive signage prominently displayed at the event
- Recognition in event materials including invitation*, event website, and verbally in the program and presentation during the dinner
- Special recognition gift
- Recognition in National Jewish Health 2015 Annual Report

\$25,000 Presenting Sponsor **

- Premium table for sixteen (16)
- Full-page color ad on back cover, inside front cover or 2 full-page centerfold color ad in the Tribute Journal (*first-come, first-served basis*)
- Recognition signage prominently displayed at the event
- Recognition in event materials including invitation*, event website, promotional email blasts and presentation during the dinner and verbally during the program
- Special recognition gift
- Recognition in the National Jewish Health 2015 Annual Report

\$20,000 Cocktail Reception Sponsor **

- Premium table for ten (10)
- Full-page color ad in the Tribute Journal
- Company logo around reception space, on all cocktail reception bars, napkins and mixers distributed throughout reception and named signature drink
- Prominent logo placement on Charity Angel uniforms during cocktail reception
- Recognition in invitation* and subsequent event materials, on event website and promotional email blasts
- Special recognition gift
- Recognition in the National Jewish Health 2015 Annual Report

\$15,000 Diamond Sponsor

- Premium table for ten (10)
- Full-page color ad in the Tribute Journal
- Recognition signage prominently displayed at the event
- Recognition in event materials including invitation*, event website, promotional email blasts and presentation during the dinner and verbally during the program
- Special recognition gift
- Recognition in the National Jewish Health 2015 Annual Report

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***Limited quantities available
Some opportunity inclusions are time-sensitive



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Sponsorship Opportunities Cont.

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\$10,000 Platinum Sponsor

- Premium table for ten (10)
- Full-page color ad in the Tribute Journal
- Recognition signage prominently displayed
- Recognition in event materials*, on event website and in the presentation during the dinner
- Special recognition gift
- Recognition in the National Jewish Health 2015 Annual Report

\$8,500 Dessert Sponsor **

- Table for ten (10)
- Full-page color ad in the Tribute Journal
- Company-branded dessert served to all guests at dinner
- Recognition on event website and in the presentation during the dinner
- Special recognition gift
- Recognition in the National Jewish Health 2015 Annual Report

\$7,500 Gold Sponsor

- Table for ten (10)
- Full-page color ad in the Tribute Journal
- Recognition on event website and in the presentation during the dinner
- Special Recognition Gift
- Recognition in the National Jewish Health 2015 Annual Report

\$6,000 Silver Sponsor

- Table for ten (10)
- Full-page black & white ad in the Tribute Journal
- Recognition on event website and in the presentation during the dinner
- Recognition in the National Jewish Health 2015 Annual Report

\$1,500 Bronze Sponsor

- Reservations for two (2)
- Company or name listed in the Tribute Journal
- Recognition in the National Jewish Health 2015 Annual Report

\$500 Individual Ticket

Tribute Journal Ads

\$2,500 - GOLD PAGE AD: Full-Page Color Ad, 5" wide x 8" high

\$1,000 - FULL-PAGE AD: Black & White Ad, 5" wide x 8" high

\$750 - HALF-PAGE AD: Black & White Ad, 5" wide x 3¾" high

\$500 - QUARTER-PAGE AD: Black & White Ad, 2¼" wide x 3¾" high

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Become a sponsor of the 2015 Black and White Ball!

Go to www.lapsdblackandwhiteball.com and click the **Sponsorship and Tickets** tab on the left to pay via credit card and register, or scan and email this completed form to **Terri White** at WhiteTerri@njhealth.org.

You can also mail this form with check made payable to **National Jewish Health**:
National Jewish Health
14724 Ventura Blvd., Suite 1004
Sherman Oaks, CA 91403

For questions about the event or more information about sponsorship, contact **Catina Lesavoy** at LesavoyC@njhealth.org.

Thank you in advance for your consideration and support. We hope to see you on June 6, 2015!

Sponsorship Level or Journal Ad of Choice:

Please print your Name and/or Company as it should appear on recognition materials:

JOURNAL ADS DUE BY May 15, 2015.

Ad Copy Specifications: Please submit ad copy the way you would like it to appear to Catina Lesavoy at LesavoyC@njhealth.org.

High resolution, 300 JPEG, TIFF or PDF. All images and fonts must be embedded. We will also accept your copy to typeset for you.

Name _____

Company _____

Address _____

City, ST & ZIP _____

Phone # _____

E-mail _____

Solicitor _____