

Legends of Atlanta Gala

forever young

A TRIBUTE TO
Andrew J. Young

Benefiting NATIONAL JEWISH HEALTH

May 12, 2025

WOODRUFF ARTS CENTER



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Please join us as a sponsor of the 2025 *Legends of Atlanta Gala: Forever Young – A Tribute to Andrew Young*. The black-tie celebration will honor Ambassador Young's extraordinary contributions to civil and human rights while supporting the compassionate care and groundbreaking research of National Jewish Health, the leading respiratory hospital in the nation.

With an audience of distinguished leaders in business, public service and philanthropy, from the Atlanta area and beyond, your sponsorship will give your company exceptional visibility and align your brand with impactful humanitarian causes. The evening will feature inspiring tributes, performances and presentations reflecting Ambassador Young's remarkable journey.

As gala co-chairs, we invite you to learn more about how you can be involved in this extraordinary celebration one of the most distinguished legends of Atlanta.

Sincerely,



Billye Aaron



Paul Hagedorn



Billy Payne

Event Contact:

Amanda Brown Olmstead or Jonathan Olens at A. Brown Olmstead Associates
404.659.0919 | amanda@newaboa.com or jolens@newaboa.com

National Jewish Health Contact:

Nicki Brower, Associate Director, Special Events, Southeastern Region
561.477.5400 | BrowerN@njhealth.org

njhealth.org/LegendsofATL

CO-CHAIRS

Billye Aaron *Nonprofit Executive; Former Television Host; Widow of Henry “Hank” Aaron*

Paul Hagedorn *Philanthropist; Art Director, The Scotts Miracle-Gro Company; Trustee, National Jewish Health*

Billy Payne *Chairman, Centennial Holding Company, LLC; Former Chairman, Augusta National Golf Club; Former President and CEO, Atlanta Committee for the Olympic Games*

COMMITTEE

Dwight Andrews *Pastor, First Congregational Church of Atlanta, United Church of Christ; Professor, Music Theory and African American Music, Emory University*

Rodney Cook, Jr. *Founder and President, National Monuments Foundation*

Fay Gold *Founder and Director, Fay Gold Gallery; Honoree, 2023 National Jewish Health Legends of Atlanta Gala*

Sue Hagedorn, PhD *Nurse Practitioner; Educator; Social Activist; Philanthropist; Documentary Filmmaker*

Rawson Haverty, Jr. *General Partner, Forever Young Aquaponics; Board of Directors, Havertys Furniture*

Anita Thomas *Jewelry Designer; Trustee, Savannah College of Art and Design; Co-Chair, 2023 National Jewish Health Legends of Atlanta Gala*

Carolyn Young *Vice Chair, Andrew Young Foundation; Wife of Ambassador Andrew J. Young*

Committee in Formation



Ambassador Andrew J. Young has earned worldwide recognition as a champion of civil and human rights. In a career that spans seven decades, he was a key strategist in civil rights campaigns, served three terms in Congress, was the first African American U.S. Ambassador to the United Nations, and a two-term mayor of Atlanta. Today, he continues to lead as a minister and as a philanthropist. He brings an emphasis on human rights and sustainable economic development in all he does.

Ambassador Young has received the Presidential Medal of Freedom and other distinguished awards in recognition of his lifelong dedication to service.

National Jewish Health is the leading respiratory hospital in the nation, founded 125 years ago as a charitable hospital. Today, National Jewish Health is a global health care leader and the only facility in the world dedicated exclusively to groundbreaking medical discoveries, cutting-edge treatments and an unmatched standard of care for patients with lung, heart, immune and related disorders. True to our founding principles, we provide treatment and care to all patients, regardless of ability to pay. We are the place where patients and families from around the world come for the answers they have not found anywhere else. We fulfill our life-changing mission for thousands by working in partnership with generous philanthropic communities across the country, including presenting prestigious events, such as our tribute to Andrew J. Young. To learn more, visit njhealth.org.



SPONSORSHIP OPPORTUNITIES

Together, let's celebrate the lasting impact of the legendary Ambassador Andrew J. Young and support world-class research and care at National Jewish Health.

We offer multiple levels of sponsorship, each with unique benefits, including recognition in event materials, programs and promotions tailored to enhance your engagement and visibility.

**Confirm Your Sponsorship
at njhealth.org/LegendsofATL**

\$250,000

FOREVER YOUNG

PRESENTING SPONSOR

- Presenting sponsor listing
- Name/logo prominently displayed with signature drink or dessert
- Priority seating for two tables of 10
- Representative to speak at event
- Full-page ad in the event program
- Inclusion in event video
- Invitation to exclusive patron party for two guests
- Podium mention at the event and at the patron party
- Recognition on printed and electronic materials
- Recognition in media release
- Listing in National Jewish Health annual report

\$100,000

AMBASSADOR SPONSOR

- Ambassador sponsor listing
- Name/logo prominently displayed with signature drink or dessert
- Premier seating for one table of 10
- Full-page ad in the event program
- Inclusion in event video
- Invitation to exclusive patron party for two guests
- Podium mention at the event and at the patron party
- Recognition on printed and electronic materials
- Inclusion in media release
- Listing in National Jewish Health annual report

\$50,000

LEGENDS SPONSOR

- Legends sponsor listing
- Premium seating for one table of 10
- Half-page ad in the program
- Invitation to exclusive patron party for two guests
- Recognition on printed and electronic materials
- Podium mention at the event
- Recognition at the patron party
- Inclusion in media release
- Listing in National Jewish Health annual report

\$25,000

ICON SPONSOR

- Icon sponsor listing
- Prime seating for one table of 10
- Half-page ad in the program
- Recognition on printed and electronic materials
- Invitation to exclusive patron party for two guests
- Recognition at the patron party
- Inclusion in media release
- Listing in National Jewish Health annual report

\$15,000

LEADERSHIP SPONSOR

- Leadership sponsor listing
- Preferred seating for one table of 10
- Half-page ad in the program
- Recognition on printed and electronic materials
- Invitation to exclusive patron party for two guests
- Recognition at the patron party
- Listing in National Jewish Health annual report

\$10,000

PEACE SPONSOR

- Peace sponsor listing
- Preferred seating for one table of 10
- Half-page ad in the program
- Recognition on printed and electronic materials
- Invitation to exclusive patron party for two guests
- Recognition at the patron party
- Listing in National Jewish Health annual report

\$5,000

IMPACT SPONSOR

- Impact sponsor listing
- Seating for two
- Half-page ad in the program
- Recognition on printed and electronic materials
- Invitation to exclusive patron party for two guests
- Recognition at the patron party
- Listing in National Jewish Health annual report

\$1,500

FRIEND SPONSOR

- Friend sponsor listing
- Seating for two
- Recognition on printed and electronic materials
- Invitation to exclusive patron party for two guests
- Recognition at the patron party
- Listing in National Jewish Health annual report

\$500

INDIVIDUAL TICKET

- Seating for one guest

PROGRAM ADS

\$2,500

- Full-page, color ad in the program
- Digital ad in the presentation

\$1,000

- Half-page, color ad in the program

AD REQUIREMENTS

PRINT

- Full-Page 4.5" x 8.5"
- Half-Page 3.75" x 3.75"

DIGITAL

- Full-Page 13.33" x 7.5"

Please submit your ad to BrowerN@njhealth.org by **April 14, 2025**, in a hi-res JPEG or PDF format. If you do not submit an ad, one will be created on your behalf.

SPONSORSHIP COMMITMENT

Please confirm your sponsorship below or at njhealth.org/LegendsofATL

- | | |
|---|---|
| <input type="checkbox"/> \$250,000 Forever Young Presenting Sponsor | <input type="checkbox"/> \$5,000 Impact Sponsor |
| <input type="checkbox"/> \$100,000 Ambassador Sponsor | <input type="checkbox"/> \$1,500 Friend Sponsor |
| <input type="checkbox"/> \$50,000 Legends Sponsor | <input type="checkbox"/> \$500 Individual Ticket |
| <input type="checkbox"/> \$25,000 Icon Sponsor | <input type="checkbox"/> \$2,500 Full-Page, Color Ad |
| <input type="checkbox"/> \$15,000 Leadership Sponsor | <input type="checkbox"/> \$1,000 Half-Page, Color Ad |
| <input type="checkbox"/> \$10,000 Peace Sponsor | <input type="checkbox"/> I cannot attend. Please accept my enclosed gift. |

Name _____ Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Name as it should appear on sponsorship materials _____

PAYMENT METHOD

- Please invoice me directly for \$ _____
- My check is enclosed for \$ _____
- Charge my credit card \$ _____

Please make checks payable to:
National Jewish Health
7900 Glades Road, Suite 410
Boca Raton, FL 33434

Credit Card # _____ Exp. Date _____

CVV _____ Name on card _____

Signature _____ Business Card Personal Card

You may return this commitment form to: Nicki Brower at BrowerN@njhealth.org

Please Note: If you are planning on paying with a Donor-Advised Fund or IRA, goods and services will have to be paid separately.

CONTACTS: Jessica Berry
National Jewish Health
303.807.9491
BerryJ@njhealth.org

Amanda Brown Olmstead
Jonathan Olens
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ATLANTA - National Jewish Health, the leading respiratory care hospital in the country based in Denver, Colorado, will join with local Atlanta leaders to host the second Legends of Atlanta gala. This year, former United States Ambassador to the United Nations and civil rights icon Andrew J. Young will be honored at the event. Forever Young – A Tribute to Andrew Young, an evening of elegance and style, will take place on May 12, 2025, at the Woodruff Arts Center Galleria in Atlanta.

“We are appreciative of the support and involvement of our friends from around the country, including so many in Atlanta who are making this event possible,” explained Michael Salem, MD, president and CEO of National Jewish Health. “This year we have the honor of celebrating Ambassador Young and his long years of service and impact on the lives of so many through recognition at this unique event.”

The gala, co-chaired by Billye Aaron, Paul Hagedorn and Billy Payne, will pay homage to Ambassador Young’s more than seven decades long career as a civil rights leader, U.N. Ambassador, Atlanta Mayor and humanitarian.

"No one, other than my father, has impacted my life more than Andy Young. Our improbable 10-year journey together in bidding for, planning and hosting the 1996 Centennial Olympic Games would not have happened without Andy Young. He taught me so many life lessons and impacted my life in such a positive and profound way, just as he has done for so many others,” commented Billy Payne. “Above all, I am proud and honored to call him my friend. And, I am so grateful to have the opportunity to serve as one of the co-chairs for Forever Young – A Tribute to Andrew Young to recognize Andy’s immeasurable contributions to Atlanta and the world."

Billye Aaron, wife and widow of legendary baseball player Henry “Hank” Aaron, is a nonprofit executive and former television host. Paul Hagedorn is the Art Director for The Scotts Miracle-Gro Company and is a trustee on the National Jewish Health Council of National Trustees. Billy Payne is the Chairman of Centennial Holding Company, LLC; former Chairman of the Augusta National Golf Club; and former President and CEO of the Atlanta Committee for the Olympic Games.

The black-tie evening will feature inspiring tributes, live performances and presentations reflecting Ambassador Young’s remarkable journey. Distinguished guests from business, politics and philanthropy will arrive on the red carpet to celebrate Young’s enduring impact on the City of Atlanta, civil rights, economic growth and global diplomacy. The Many Lives of Andrew Young, an exhibition on his life, also will be featured throughout the beautiful, dramatic space of the Galleria lobby with a narrative describing the many lives he has lived since his birth in New Orleans in 1932.

The event will benefit National Jewish Health, the leading respiratory hospital in the nation, serving patients across the country and developing new treatments and solutions through research. Local support from cities across the country helps ensure continued focus on this critical mission.

Background for Ambassador Andrew Young

Ambassador Andrew J. Young has earned global recognition for his pioneering efforts in civil rights and diplomacy. As a key strategist in civil rights campaigns, he contributed to the passage of the Civil Rights Act of 1964 and the Voting Rights Act of 1965. He later served as the first African American U.S. Ambassador to the United Nations, a transformative Mayor of Atlanta, and the co-chair for the 1996 Centennial Olympic Games in Atlanta.

Ambassador Young has received over 100 honorary degrees and continues to serve as a champion of justice through the Andrew J. Young Foundation. His legacy is one of leadership, compassion, and tireless advocacy for a better world.

National Jewish Health is the leading respiratory hospital in the nation. Founded in 1899 as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of children and adults with respiratory, cardiac, immune, and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. To learn more, visit the [media resources](#) page.