



BOULEVARD BASH

Date

October 24, 2018

Time

6:00 p.m. Cocktails
7:00 p.m. Dinner & Program

Location

Low Library Rotunda
Columbia University
535 West 116th Street
New York, NY 10027

Festive Attire meets Hip-Hop Chic

For more information, please contact:

Rachel Cutler,
Associate Vice President
Development, Marketing,
and Communications
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rcutler@harlemunited.org

EVENT FACT SHEET

Celebrating 30 Years of Harlem United

Since 1988, Harlem United has been changing lives by helping marginalized communities improve their health and well-being through compassionate, client-centered care. Join us at our 2018 Harlem United Boulevard Bash to celebrate **"30 Years Strong"** as we pay tribute to our beginnings during the golden age of 1980s hip-hop art and culture. Make a difference as we continue to **Believe. Build. Transform... One Family, Harlem United!**

HONOREES

Douglas M. Brooks

Senior Director for Community Engagement
Gilead Sciences

Soledad O'Brien

CEO of Starfish Media Group &
Host of *Matter of Fact with Soledad O'Brien*

EVENT CO-CHAIRS

Scott Fein

Senior Vice President, BioReference Laboratories

Latraviette Smith-Wilson

Senior Vice President, Strategy & Communications
Sundial Brands

SPONSORSHIP OPPORTUNITIES

Title Sponsor:	\$ 25,000	Ten premium tickets
Platinum Sponsor:	\$ 15,000	Ten premium tickets
Gold Sponsor:	\$ 7,500	Six priority tickets
Bronze Sponsor:	\$ 5,000	Four tickets

Host Committee: (incl. 2)	\$ 1,500
Premium Ticket:	\$ 750
Regular Ticket:	\$ 500

PROGRAM JOURNAL

Full Page:	\$ 750
Half Page:	\$ 500
Quarter Page:	\$ 250
Business Card:	\$ 150

2018 BOULEVARD BASH

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

TITLE SPONSOR \$25,000

- + Identification on all Harlem United Boulevard Bash related materials as a Title Sponsor
- + CEO or other corporate designee receives onstage acknowledgement at the Boulevard Bash and other Harlem United events throughout the year
- + Premium photo opportunity at the event
- + Gala Tables with reserved seating and champagne service for ten (10) in optimum location
- + Exclusive placement of full page color ad in the digital Program Journal
- + Sponsor listing on website for length of one year and in Annual Report
- + Recognition in event press release
- + Marquee display and step and repeat placement of corporate logo at Harlem United Boulevard Bash

EVENT SPONSORSHIP

PLATINUM SPONSOR \$15,000

- + Identification on all Harlem United Boulevard Bash related materials as a Platinum Sponsor
- + CEO or other corporate designee is acknowledged at the Boulevard Bash
- + Photo opportunity at the event
- + Gala Tables with reserved seating and champagne service for ten (10) in a premium location
- + Priority placement of full page color ad in the digital Program Journal
- + Sponsor listing on website for length of one year and in Annual Report
- + Marquee display of corporate logo at Harlem United Boulevard Bash

GOLD SPONSOR \$7,500

- + Identification on all Harlem United Boulevard Bash related materials as a Gold Sponsor
- + Six (6) priority tickets with reserved seating in a preferred location
- + Half page color ad placed in the digital Program Journal
- + Sponsor listing on website for length of one year and in Annual Report
- + Marquee display of corporate logo at Harlem United Boulevard Bash

BRONZE SPONSOR \$5,000

- + Identification on all Harlem United Boulevard Bash related materials as a Bronze Sponsor
- + Four (4) tickets with reserved seating in a preferred location
- + Quarter page color ad placed in the digital Program Journal
- + Premium display of corporate logo at Harlem United Boulevard Bash

HOST COMMITTEE \$1,500 (incl. 2 tickets)

- + Identification on all Harlem United Boulevard Bash related materials as a Host Committee Member
- + Two (2) premium tickets with reserved seating
- + Quarter page color ad placed in the digital Program Journal

2018 BOULEVARD BASH

SPONSORSHIP OPPORTUNITIES RESPONSE FORM

EVENT SPONSORSHIP

- TITLE SPONSOR \$ 25,000
- PLATINUM SPONSOR \$ 15,000
- GOLD SPONSOR \$ 7,500
- BRONZE SPONSOR \$ 5,000

INDIVIDUAL TICKETS

- Host Committee (includes 2 tickets) .. \$1,500
- Gold Ticket \$ 750
- Bronze Ticket \$ 500

DIGITAL GALA JOURNAL

- Full Page \$ 750
AD SIZE: 15"W x 8"H
- Half Page \$ 500
AD SIZE: 7.25"W x 8"H
- Quarter Page \$ 250
AD SIZE: 7.25"W x 3.75"H
- Eighth Page \$ 150
AD SIZE: 3.375"W x 3.75"H

All ads are full color, no bleed. High-resolution PDF or PNG file required. Ads should be emailed to bmurphy@harlemunited.org by October 1, 2018

Unfortunately, I/we will be unable to attend the event, but would like to make a contribution of \$_____.

Signature of Confirmation _____ Date _____

The amount of your donation, except for the cost of \$125 per ticket, may be considered a charitable contribution

Payment enclosed: \$_____

Please bill me: \$_____

Company or Name(s): _____

Please print name exactly as you wish it to appear on all printed materials

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

CREDIT CARD PROCESSING

If you would like to pay by credit card, please complete this entire form.

Please charge my contribution to: Visa MasterCard American Express Discover

Name as it appears on card: _____

Card # _____ Exp. _____ Amount \$ _____

Verification Code _____ Signature _____

Billing address: _____

Harlem United Heroes

stories of hope, health, and healing from Harlem United clients

30 YEARS STRONG
**HARLEM
UNITED**

Allen Covington

Allen came to Harlem United in 2010. He was in the shelter system—out of work and struggling with substance abuse exacerbated by depression. “I was on my way to becoming a homeless person in despair,” he recalls.

“I don’t know where I would be today if it weren’t for Harlem United,” Allen said. Over the next 18 months, Allen focused on taking care of his depression and substance abuse issues. He enrolled in meditation and yoga, finding that a holistic approach to recovery eased his anxiety.

“Harlem United’s staff poured energy into me,” Allen recalled. Inspired, Allen got his GED and enrolled in a college connection program. Today, he is a sophomore at Borough of Manhattan Community College. His goal is to become a harm reduction counselor to help people who come to Harlem United under circumstances not similar to his own.

“Can you believe that I went from not having a High School diploma to being a college student in just two years?” Allen asked, proudly. “The road isn’t easy but I try to lead by example. It takes determination and follow-through. I just keep putting one foot in front of the other—like they taught me at Harlem United.”



Yonce Jones

Yonce Jones is “an unapologetic transgender woman” who has had to advocate for herself her whole life. It’s no surprise she’s now thriving as a Peer Empowerment Leader as part of our Advocacy team at Harlem United.

Yonce grew up in New York City and was raised in foster care and group homes. She says that while “there’s been tragedy in my life, now the sun is shining so bright, there’s a ray of light over my life.”

Before coming to Harlem United, Yonce was successfully living with HIV and in recovery from addiction when a fire destroyed her home and belongings and forced her into a shelter.

“I was homeless, I had no one in the world to care. It was a horrible experience. But that’s where I met two people from Harlem United, dressed nice and smiling. They helped me sign up for services at Harlem United and the rest is history!”

By getting connected with Harlem United, Yonce received 360-degree services for support in her health, recovery, and life goals. Last year, she completed our Vocational Educational program and was then hired as Peer Empowerment Leader. Through that work, she traveled to Albany and Washington, DC numerous times to advocate for herself, her fellow clients, and her community. Through the program she also leads trainings and workshops for clients, staff, and community partners—recently speaking at Columbia University.

But it doesn’t stop there for Yonce, who has her eyes set on continuing to help others and wants to go back to school to become a substance abuse counselor. “This field feels so important to me. I don’t want to be in a program my whole life. I’m healthy, I’m living with HIV not dying from it. My hope is that I can help as many people as I can through the knowledge and skills I’ve developed from my time at Harlem United.”