

NATIONAL JEWISH HEALTH



BLACK & WHITE BALL

PRESENTS

MOULIN ROUGE

HONORING

KIYOUN KIM & MICHAEL A. HOYAL

SATURDAY, MAY 21, 2022

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The **Los Angeles Black & White Ball** presents **Moulin Rouge** on May 21, 2022 will honor **Michael Hoyal** of The ActOne Group and **Kiyoun Kim** of Israel Discount Bank with the prestigious Humanitarian Award. The evening is a celebration of their significant civic and charitable contributions to their industries and their communities.



For more than 50 years, supporters of National Jewish Health have gathered in Los Angeles to celebrate the institution's legacy as *the* leading respiratory hospital in the nation. The success of the **Ball** enables National Jewish Health to further its mission — to heal, to discover and to educate as a preeminent health care institution.



Over 500 of Los Angeles' top attorneys, CPAs, finance professionals, executives in industries like apparel, real estate, investment banking and entertainment assemble each year for an evening of great food, fabulous company and wonderful entertainment to celebrate the research and achievements of National Jewish Health. With the dance floor packed throughout the night, the **Ball** is often referred to as *one of the best Los Angeles charity events of the season!*

Honorees

Michael Hoyal, *The ActOne Group*

Kiyoun Kim, *Israel Discount Bank*

Dinner Co-Chairs

Gail Bernstein, *Former Honoree*

William Mark Levinson, *Carlton Fields*

Robert Ezra, *Freeman, Freeman & Smiley LLP*

Sydnee Breuer, *Rosenthal & Rosenthal of California*

Ronald S. Friedman, *Marcum LLP*

Debbie Steinberg, *Former Honoree*

Honoree Co-Chairs

Michael Rosenthal, *Baronthal Ventures*

Moti Levy, *Israel Discount Bank*



Sponsorship Opportunities

\$50,000 Title Sponsor **

- A trip to Denver for two, including a VIP Behind the Scenes experience at National Jewish Health, airfare and hotel accommodations for one night
- Two premium tables for 20
- Full-page, color ad on back cover, inside front cover, or center spread in the program** (first come, first served)
- Exclusive signage prominently displayed at the event
- Recognition on event materials including invitation*, event website, all marketing collateral and from the podium
- Sponsor gift
- Listing in National Jewish Health annual report

\$25,000 Presenting Sponsor ** SOLD-Israel Discount Bank

- Premium tables for 16
- Full-page, color ad on back cover, inside front cover, or center spread in the program** (first come, first served)
- Included on signage prominently displayed at the event
- Recognition on event materials including invitation*, event website, marketing collateral and from the podium
- Sponsor gift
- Listing in National Jewish Health annual report

\$20,000 Cocktail Reception Sponsor **

- Premium table for 10
- Full-page color ad in the program
- Included on signage prominently displayed at the event
- Company logo displayed at reception, on all cocktail reception bars, napkins and named signature drink
- Recognition on event materials* including event website, marketing collateral and from the podium
- Sponsor gift
- Listing in National Jewish Health annual report

\$12,500 Auction Sponsor **

- Premium table for 10
- Full-page color ad in the program
- Included on signage prominently displayed at the event
- Company logo displayed at live auction, silent auction and opportunity drawing
- Recognition on event materials* including event website, marketing collateral and from the podium
- Sponsor gift
- Listing in National Jewish Health annual report



Sponsorship Opportunities

\$12,000 Valet Sponsor **

- Premium table for 10
- Full-page color ad in the program
- Company car prominently displayed at the valet area during the event
- Opportunity to leave an item with company logo on each driver's seats at the end of the evening
- Recognition on event materials* including event website, marketing collateral and from the podium
- Sponsor gift
- Listing in National Jewish Health annual report

\$12,000 Dessert Sponsor **

- Premium table for 10
- Full-page color ad in the program
- Included on signage prominently displayed at the event
- Company-branded dessert served to all guests and recognition on the dinner menus
- Recognition on event materials*, including event website, marketing collateral and from the podium
- Sponsor gift
- Listing in National Jewish Health annual report

\$10,000 Platinum Sponsor

- Premium table for 10
- Full-page color ad in the program
- Included on signage prominently displayed at the event
- Recognition on event materials*, including event website, marketing collateral and from the podium
- Sponsor gift
- Listing in National Jewish Health annual report

\$7,500 Gold Sponsor

- Table for 10
- Full-page color ad in the program
- Included in signage prominently displayed at the event
- Recognition on event website and from the podium
- Sponsor gift
- Listing in National Jewish Health annual report



Sponsorship Opportunities

\$6,000 Silver Sponsor

- Table for 10
- Full-page color ad in the program
- Recognition on event website and from the podium
- Listing in National Jewish Health annual report

\$2,000 Bronze Sponsor

- Preferred placement for two
- Company or name prominently listed in the program and presentation
- Recognition on event website
- Listing in National Jewish Health annual report

\$500 Individual Ticket

- Listing in National Jewish Health annual report

Program ADS

- | | |
|--------------------------------|--|
| • \$2,500 GOLD-PAGE AD | Full-Page, Color Ad, 5" wide x 8" high |
| • \$1,500 FULL-PAGE AD | Black & White Ad, 5" wide x 8" high |
| • \$1,000 HALF-PAGE AD | Color Ad, 5" wide x 3¾" high |
| • \$750 HALF-PAGE AD | Black & White Ad, 5" wide x 3¾" high |
| • \$650 QUARTER-PAGE AD | Black & White Ad, 5" wide x 3¾" high |
| • \$500 QUARTER-PAGE AD | Black & White Ad, 2¼" wide x 3¾" high |

**** Limited quantities available**

*** Some opportunity inclusions are time sensitive**

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Support from this event helps National Jewish Health conduct groundbreaking research and provide compassionate care for children and adults with lung, heart and immune-related conditions, including COVID-19. There is no other coordinated research and clinical care facility in the country with our expertise.

We have held the #1 or #2 ranking in Pulmonology on the *U.S. News & World Report* Best Hospitals list for 25 consecutive years.

Our world-class faculty and staff set national treatment guidelines, **consistently being named on various “best of” lists such as “America’s Top Doctors” by Castle Connolly.**



Every year patients come to National Jewish Health from all 50 states and several foreign countries, seeking care they could not receive anywhere else.

In Press Ganey surveys, **96.3 percent of all patients would recommend National Jewish Health to a friend or family member.** We received especially high ratings in friendliness/courtesy, clear language and patients’ confidence in care providers.





We operate Acute Respiratory Clinics for suspected COVID-19 patients, as well as the **Center for Post-COVID Care and Recovery** for patients across the nation whose infections have passed but need ongoing help with their recovery.

We perform mass COVID-19 testing for our patients, multiple state health departments, other health systems, schools, universities, businesses and others.



We are responsible for many important scientific advances including the discoveries of cell parts that influence allergic and immune responses. We are using that expertise and **leading in substantial and innovative research and clinical trials to understand COVID-19.**

Since opening in 1899, we have provided care to all patients, regardless of their ability to pay. The demand for charity care has grown significantly with **a yearly average of \$45 million provided in free and subsidized care.**

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Register online or send this form to Janna Fisher via the contact info below.

Name _____ Company _____

Address _____ City, ST & ZIP _____

Phone # _____ E-mail _____

Sponsorship level of choice _____

Please print your name and/or company as it should appear in all materials.

☐ I cannot attend, please accept my sponsorship as a donation.

JOURNAL ADS DUE BY APRIL 3, 2022.

Please submit ad copy the way you would like it to appear in the ad, to Janna Fisher at FisherJ@njhealth.org.

Enclosed is my check for \$_____ made payable to "National Jewish Health."

Please charge my credit card: ☐ Mastercard ☐ Visa ☐ American Express ☐ Discover

Card # _____

Exp. Date _____ CVV# _____ Print name as it appears on the card: _____

This is a: ☐ Personal Card ☐ Business Card Name of Business: _____

Signature _____ Date _____

Thank you for your support! We'll see you May 21, 2022.

Contact us at National Jewish Health, 14724 Ventura Blvd., Suite 1004, Sherman Oaks, CA 91403

818.905.1300 | FisherJ@njhealth.org.