

LOS ANGELES PROFESSIONAL SERVICES

Black & White
B A L L

BENEFITING NATIONAL JEWISH HEALTH

SATURDAY, JUNE 1, 2019

6 P.M. Cocktails

7:30 Dinner, Dancing and More

THE INTERCONTINENTAL LOS ANGELES DOWNTOWN

LOS ANGELES PROFESSIONAL SERVICES

Black & White BALL

BENEFITING NATIONAL JEWISH HEALTH

Presented by

Brutzkus Gubner Rozansky Seror Weber LLP and Rosenthal & Rosenthal of California

The **Black & White Ball** on June 1, 2019 will honor **Sydnee Breuer** of Rosenthal & Rosenthal of California and **Nicholas A. Rozansky** of Brutzkus Gubner Rozansky Seror Weber LLP 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 **Black & White 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 **Black & White Ball** is often referred to as *one of the best Los Angeles charity events of the season!*

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Honorees

Sydnee Breuer, *Rosenthal & Rosenthal of California*

Nicholas A. Rozansky, *Brutzkus Gubner Rozansky Seror Weber LLP*

Dinner Co-Chairs

Gail Bernstein, *PNC Business Credit*

William Mark Levinson, *Thompson Coburn LLP*

Robert Ezra, *Freeman, Freeman & Smiley LLP*

Robert K. Lewin, *CIT Commercial Services*

Ronald S. Friedman, *Marcum LLP*

Debbie Steinberg, *Former Honoree*

Honoree Co-Chairs

Mark Brutzkus, *Brutzkus Gubner Rozansky Seror Weber LLP*

Maria Contino, *Rosenthal & Rosenthal of California*

Honoree Committee

Darrin Beer, *CIT Commercial Services*

Joshua Kapelman, *Hilldun Corporation*

Joey Behrstock, *Parq Advisors Insurance and Estate*

Jeffrey H. Kapor, *Buchalter*

Tae Chung, *Hana Financial, Inc.*

Kaleigh Kemmerly, *HUB Insurance*

Martin A. Eckstein, *Rosenthal & Rosenthal of California*

Kenneth Rosenthal Kleiner, *Rosenthal & Rosenthal of California*

Michael Earnhart, *J.P. Morgan*

Norman Ko, *KF Professional Group*

Jeff Enoch, *Rosenthal & Rosenthal of California*

Niraj Lal, *CIT Commercial Services*

Bart Evans, *Wells Fargo*

Fred F. Lionetti, *Former Honoree*

Harry Friedman, *Former Honoree*

Ravi Sadasivaiah, *Cohn Handler Sturm*

Rob Greenspan, *Greenspan Consult*

Alex Sturm, *Cohn Handler Sturm*

Stacy Gottlieb, *Wells Fargo Capital Finance*

Marco Valverde, *Moss Adams LLP*

Rosario Jáuregui, *Merchant Financial Group*

Ying Yang, *Rosenthal & Rosenthal of California*



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Dinner Committee

Vicky L. Balmot, *Former Honoree*
George P. Blanco, *EMA Group*
Valerie Colin, *Gumbiner Savett Inc.*
Lenny Gordon, *Marcum LLP*
Martin Hughes, *Moss Adams LLP*
Sunnie S. Kim, *Hana Financial, Inc.*
Issy Kotton, *BDO USA, LLP*
Jay S. Mangel, *Crowe LLP*
Jeff Mann, *Mann Publications*
Mark Rabkin, *Moss Adams LLP*
David M. Reza, *Milberg Factors*

Noel R. Ryan Jr., *Former Honoree*
Michael M. Savoy, *Gumbiner Savett Inc.*
Alexandra Scoggin, *Goodman Factors*
R. Douglas Smith, *Smith Mandel & Associates, LLC*
Teri Stratton, *Piper Jaffray*
Kevin Sullivan, *Wells Fargo Capital Finance*
Yelena Vayner, *Wells Fargo*
Tanya Viner, *Buchalter*
Jeremy M. Weitz, *Buchalter*
Paul J. Zaffaroni, *Roth Capital Partners*

Auction Committee

Nick Antonian, *Marcum LLP*
Bonnie L. Ezra
Sandy Ryan, *Houlihan Lokey*
Alexandra Scoggin, *Goodman Factors*
Debbie Steinberg, *Former Honoree*
Ying Yang, *Rosenthal & Rosenthal of California*

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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, immune and related conditions. No other coordinated research and clinical care facility with our expertise exists in the country.



In 1899, National Jewish Health was **founded as a charity hospital for indigent individuals** with tuberculosis. Today, the hospital still provides care to all patients, regardless of race, religion and their ability to pay. **The demand for charity care has grown significantly since 2010. In 2018, National Jewish Health provided \$44.6 million in charity and subsidized care.**



Patients travel to National Jewish Health from all 50 states and many foreign countries to find answers, treatments and cures. In FY 2018, we logged more than 132,000 patient visits.

Our world-class faculty and staff set national treatment guidelines. **In 2018, 54 National Jewish Health physicians were named the best in their specialty by three separate organizations, including Best Doctors and Castle Connolly.**

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Black & White BALL

BENEFITING NATIONAL JEWISH HEALTH



National Jewish Health is home to Morgridge Academy, a **tuition-free K-8 school for chronically ill children and the only school of its kind in the country on a medical campus**. The school's mission is to provide a safe, friendly and healthy school environment committed to whole-child development. Students learn to manage their diseases while succeeding academically.



National Jewish Health is in **the top 7 percent of institutions in the country funded by the National Institutes of Health**, in terms of absolute dollars. For a specialty hospital/research center, this is a tremendous achievement. We are responsible for many **important scientific advances** including the discoveries of cell parts that influence allergic and immune responses, as well as proteins that slow the growth of cancer.

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BENEFITING NATIONAL JEWISH HEALTH

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

- 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
- Prominent logo placement on uniforms of cocktail reception staff during the reception
- Recognition on event materials* including event website, marketing collateral and from the podium
- Sponsor gift
- Listing in National Jewish Health annual report

\$15,000 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
- Opportunity to provide a person of your choosing to conduct the auction at the event
- Prominent logo placement on Charity Angel uniforms
- Recognition on event materials* including event website, marketing collateral and from the podium
- Sponsor gift
- Listing in National Jewish Health annual report

LOS ANGELES PROFESSIONAL SERVICES



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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

\$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

\$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

\$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

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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
- **\$1,000 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

*** Limited quantities available*

** Some opportunity inclusions are time sensitive*

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Register [online](#) or send this form to Alessandra Franco 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.

JOURNAL ADS DUE BY MAY 3, 2019.

Please submit ad copy the way you would like it to appear in the ad, to Alessandra Franco at FrancoA@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 June 1, 2019.**

Contact us at National Jewish Health, 14724 Ventura Blvd., Suite 1004, Sherman Oaks, CA 91403
818.905.1300 | FrancoA@njhealth.org