LOS ANGELES PROFESSIONAL SERVICES

Black & White Ball

Benefiting National Jewish Health

Saturday, June 1, 2019
6 P.M. Cocktails
7:30 Dinner, Dancing and More

The InterContinental Los Angeles Downtown
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!
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 Sadasivaiyah, 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
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
Sannie 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 Commercial Finance
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 Commercial Finance
Debbie Steinberg, Former Honoree
Ying Yang, Rosenthal & Rosenthal of California
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.
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.
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

$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

$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

$12,500 Auction Sponsor ** SOLD
• 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

LAPSDBlackandWhiteBall.com
$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 ** SOLD
• 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
- $1,000 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
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.