

# A Night of ★ Broadway Stars

May 15, 2008

A Signature Covenant House Event

Atlantic City Edition

929 Atlantic Avenue · Atlantic City, NJ 08401 · PHONE: (609) 348-4070 X38 FAX: (609) 348-1122

## Come See a Spectacular Show

...and help open doors for  
★ homeless youth.

*“Spectacular!” “Unforgettable!” “The best fundraiser I’ve ever attended!” “A phenomenal event!”*

These are just some of the rave reviews from *A Night of Broadway Stars* hosted by Covenant House. This event is a totally unique entertainment experience for Broadway buffs and novices alike, featuring award-winning performers in a review of some of your favorite show tunes. Recent shows featured music from *Phantom of the Opera*, *Chicago*, *The Producers*, and *Wicked* and an incredible cast that included Charles Bergell (*Les Miserables*), Cady Huffman (Tony Award – *The Producers*), Carpathia Jenkins (*Dreamgirls*), and the legendary Donna McKechnie (Tony Award – *A Chorus Line*).

Join us for another show-stopping event on Thursday, May 15, 2008 for this high-energy review of Broadway’s greatest hits. The evening will begin at 6:00 p.m. with a Pre-Show Reception (with cocktails and hearty hors d’oeuvres) followed by a VIP “Meet the Stars” Reception. The show is produced and led by renowned composer and lyricist Neil Berg – whose credits include *Grumpy Old Men* and *The Prince and the Pauper* – and will feature 20 solo and group performances.

The Borgata Hotel Casino &



Spa will be the venue for this spectacular event. This luxury facility provides the perfect backdrop for your guests and clients to enjoy an evening of Broadway in New Jersey! *Broadway Stars* patrons are given exclusive access to Atlantic City’s trendiest casino, and to the state of the Art Theater, The Music Box.

Proceeds raised from *A Night of Broadway Stars* will benefit Covenant House’s services in Atlantic City, a human service organization providing a continuum of care to thousands of homeless young people each year. Over the last five years, sponsors of this signature concert from New Jersey and Pennsylvania have helped to generate over \$2.5 million to help youth in crisis find a way off the streets and a path toward self-sufficiency. This year, audiences in Philadelphia, Newark, and Atlantic City (totaling over 1,500 patrons!) will gather together to applaud some truly inspirational young people.



### EVENT COMMITTEE

**Martin Blumberg**, Blumberg Associates

**Jeff Diacik**, Turner Construction

**Lois Fee**, Charity League of Atlantic City

**Gary Hill**, Schultz Hill Foundation

**Anne Lasala**, Tropicana Casino & Resort

**Alex McKee**, McKee’s Irish Pub

**Timothy Mooney**, City of Atlantic City

**Bill Rafferty**, Rafferty Real Estate

**Tom Rodier**, Ocean City Express

**Hank Rovillard, Esq.**

**Mary Jo Sheridan**, Harrah’s Resort

**Peggy & Tom Sykes**, SOSH Architects

**John Weber**, Harrah’s Resort

**Patricia Vitkow**, Health Med

# A Night of Broadway Stars

## SPONSORSHIP OPPORTUNITIES

### INCENTIVES FOR CORPORATE SPONSORSHIP

*Why should your company join us as a Broadway Stars sponsor?* This event is:

- One-of-a-kind, unlike any other event you've attended or supported.
- An evening that you will actually want to attend! Most of our sponsors use event tickets for entertaining clients or as a special treat for employees.
- Presented in three key target markets: Philadelphia, North Jersey, and Atlantic City. Sponsors will get placement of their advertisement in the journal at each of these events giving them an unprecedented level of exposure for this kind of charitable cause.

**This is your chance to relive—or discover for the first time—a totally unique Broadway experience!**

#### Marquee VIP Sponsor

**\$25,000**

- 100 Tickets to the Show—Prominent Seating!
- Recognition as Premium Reception Sponsor with company logo in all event promotional and marketing materials
- Recognition as Marquee Sponsor on all event signage
- Admission to pre-show reception
- Admission to the “Meet the Stars” VIP post-show reception
- Marquee page in the event ad journal

#### Platinum Sponsor

**\$10,000**

- 50 Tickets to the Show—Prominent Location!
- Recognition as Platinum Sponsor with company logo in all event promotional and marketing materials
- Recognition as Platinum Sponsor signage at the event
- Admission to pre-show reception
- Admission to the “Meet the Stars” VIP post-show reception
- Platinum page in the event ad journal

#### Gold Sponsor

**\$5,000**

- 25 Tickets to the Show—Prime Seats!
- Recognition as Gold Sponsor with company logo in all event promotional and marketing materials
- Recognition as Gold Sponsor signage at the event
- Admission to pre-show reception
- Admission to the “Meet the Stars” VIP post-show reception
- Gold page in the event ad journal

#### Silver Sponsor

**\$2,500**

- 10 Tickets to the Show—Prime Seats!
- Recognition as Silver Sponsor with company logo in all event promotional and marketing materials
- Recognition as Silver Sponsor signage at the event
- Admission to pre-show reception
- Admission to the “Meet the Stars” VIP post-show reception
- Full page in the event ad journal

#### Patron Sponsor

**\$1,000**

- 4 Tickets to the Show
- Recognition as Patron Sponsor in all event promotional and marketing materials
- Admission to pre-show reception
- Admission to the “Meet the Stars” VIP post-show reception
- Half page in the event ad journal

#### Friend Sponsor

**\$500**

- 2 Tickets to the Show
- Recognition as Friend Sponsor with company logo in all event promotional and marketing materials
- Admission to pre-show reception
- Admission to the “Meet the Stars” VIP post-show reception
- Listed as a friend in the event ad journal

#### Individual Ticket

**\$175**

- One Ticket to the Show
- Admission to the pre-show reception
- Admission to the “Meet the Stars” VIP post-show reception

\*Discounted room rates are available.

Please contact Borgata's Reservations Department @ 1-866-MY-BORGATA and mention code #GCOVIE8 for details.

# A Night of Broadway Stars

## SPONSORSHIP CONTRACT

Name of Corporation \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email \_\_\_\_\_

**SPONSORSHIP LEVEL** (check one)     Marquee     Platinum     Gold  
 Silver     Patron     Friend     Individual Ticket(s): # \_\_\_\_\_

### AD JOURNAL Ads will appear in Atlantic City, Newark and Pennsylvania show journals

- I/We cannot attend, but would like to take an ad in the show journal:
- Inside Front Cover - \$750 (5" w x 8" h)     Inside Back Cover - \$750 (5" w x 8" h)     Back Cover - \$750 (5" w x 8" h)
- Full page ad - \$500 (5" w x 8" h)     Half page ad - \$250 (5" w x 3.75")

Please submit your Ad, designed for BLACK INK, in PDF format (high resolution, with fonts embedded) no later than **April 25, 2008**

I/We cannot attend, but enclosed is a donation of \$ \_\_\_\_\_

Please charge payments to:     Visa     Mastercard     American Express

Credit card account # \_\_\_\_\_ Expiration date \_\_\_\_\_

Name as appears on card \_\_\_\_\_ Signature \_\_\_\_\_

**Mail to:**  
Covenant House New Jersey  
"A Night of Broadway Stars"  
929 Atlantic Avenue  
Atlantic City, New Jersey 08401

**Fax to:** (609) 348-1122

**Email to:** jawilliams@covenanthouse.org

**Website:** www.covenanthousenj.org



**Questions?**  
Please contact Jennifer Williams at (609) 348-4070 x38

