



# *The New York Eye and Ear Infirmary 2011 Thanks for Giving Ball*

CELEBRATING 191 YEARS OF MEDICAL EXCELLENCE AND  
A NEW GENERATION OF PHYSICIAN LEADERS

*Benefiting The New York Eye and Ear Infirmary Surgical Suite Initiative*

*We invite you to join with us in celebrating a new generation of medical leadership with an exceptional commitment to advanced research, innovative treatment, and surgical excellence, exemplified by:*

**MICHAEL J. PITMAN, MD**

*Director, The Voice & Swallowing Institute*

*Department of Otolaryngology – Head & Neck Surgery*

**THE JOHN KEARNEY RODGERS PHYSICIAN OF THE YEAR AWARD**

**C. MICHAEL SAMSON, MD**

*Co-Director, Uveitis Service*

*Assistant Professor of Ophthalmology*

**THE MARGARET LOEB KEMPNER HUMANITARIAN AWARD**

**Thursday, October 27, 2011**

**“583 Park” (corner of Park Avenue & 63rd Street)**

6-7 PM, Cocktails & Silent Auction

7-8:15 PM, Dinner & Program

\*Including a sneak preview of our new Public Service Campaign\*

8:15-9:15 PM, Concert by Chris Botti & Friends

9:15-10 PM, After Party, Meet & Greet with Chris Botti & Friends

**MASTER OF CEREMONIES DR. MAX GOMEZ**

**GRAND RAFFLE & SILENT AUCTION COURTESY JUDITH RIPKA JEWELRY**

*Black tie optional, RSVP Jenny Bautista, 212-979-4019, [jbautista@nyee.edu](mailto:jbautista@nyee.edu)*

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**CHRIS BOTTI,**  
*popular trumpeter and composer,  
is graciously performing at this  
year's Ball with his award-  
winning musical troupe for the  
third consecutive year. But this  
is not the only gift that Chris is  
making to The New York Eye  
and Ear Infirmary...*

**CHRIS BOTTI – ALONG WITH BOBBY COLOMBY, FABRIZIO FERRI AND STING -  
IS HELPING US LAUNCH A NEW PUBLIC SERVICE CAMPAIGN TO RAISE  
AWARENESS ABOUT HEARING LOSS AMONG BABY BOOMERS...**

*We will be sharing a sneak preview of the campaign at this year's Ball*

Chris Botti and Bobby Colomby, noted music industry producer and one of the founders of the music group Blood Sweat and Tears, have spearheaded a very special initiative on behalf of The New York Eye and Ear Infirmary. This summer, they teamed pro bono, along with Fabrizio Ferri, a leading photographer and videographer, and rock star Sting, to create a Public Service Announcement (PSA) for national television network and cable stations that underscores the need for baby boomers to have their hearing tested. This PSA will debut at this year's Ball, providing our guests with a sneak preview of our major national hearing awareness campaign.

The PSA will be the centerpiece of a campaign spotlighting hearing loss as a growing public health issue among baby boomers. The National Institutes for Health estimate that 25% to 40% of people over 65 have some degree of hearing loss, and with 10,000 baby boomers turning age 65 each day, this number is expected to increase dramatically. Our six month campaign will include television and radio features, along with stories in newspapers and magazines as well as social media initiatives involving New York Eye and Ear's website and new Facebook presence.

**NY Eye & Ear  
Infirmary**

**Continuum** Health Partners, Inc.

*New York Eye and Ear President and CEO  
D. McWilliams Kessler at the filming of the  
hospital's new Public Service Announcement with  
videographer Fabrizio Ferri and Chris Botti*





**ENTER TO WIN!**

*Two Grand Raffle Prizes courtesy of*

**JUDITH RIPKA**

**Pair of 18K Yellow Gold and Diamond Pavé Earrings**

*.305 CT Diamond Weight*

*Retail Value \$2,400*

and

**A Special Derek Jeter 3000 Hits**

*Yankees Memorabilia Piece*

Purchase Grand Raffle tickets at the Ball or  
advance order on the enclosed RSVP card.

**Raffle Tickets: \$50 each**

**3 Tickets: \$125 \* 5 Tickets: \$200**

*Proceeds to benefit The New York Eye and Ear Infirmary  
Surgical Suite Initiative*



# 2011 THANKS FOR GIVING BALL SPONSORSHIPS

## BALLROOM LEVEL

- \_\_\_\_\_ \$50,000 Sponsorship Circle (Table for 10, Full Page Journal Ad)
- \_\_\_\_\_ \$25,000 Diamond Circle (Table for 10, Full Page Journal Ad)
- \_\_\_\_\_ \$20,000 Platinum Circle (Table for 10, Full Page Journal Ad)
- \_\_\_\_\_ \$15,000 Gold Circle (Table for 10, Full Page Journal Ad)
- \_\_\_\_\_ \$10,000 Benefactor Circle (Table for 10, Full Page Journal Ad)
- \_\_\_\_\_ \$8,000 Patron Circle (Table for 10, Full Page Journal Ad)
- \_\_\_\_\_ \$6,000 Supporter Circle (Table for 10, Full Page Journal Ad)
- \_\_\_\_\_ \$1,350 Couple Ticket, two people
- \_\_\_\_\_ \$750 Individual Ticket, per person

## BALCONY

- \_\_\_\_\_ \$3,500 Table for 8
- \_\_\_\_\_ \$800 Couple Ticket, two people
- \_\_\_\_\_ \$450 Individual Ticket, per person

## PLAYBILL ADVERTISING

- \_\_\_\_\_ Diamond Full Page \$ 6,500 Premium Ads are Full Size Pages
- \_\_\_\_\_ Platinum Full Page \$ 5,500 unless otherwise specified: 5.5" x 8.5"
- \_\_\_\_\_ Gold Full Page \$ 4,500
- \_\_\_\_\_ Silver Full Page \$ 3,500
- \_\_\_\_\_ Benefactor Full Page \$ 2,500
- \_\_\_\_\_ Patron Full Page \$ 1,500
- \_\_\_\_\_ Patron Half Page \$ 800 Half Page: 5.5" x 4.25"
- \_\_\_\_\_ Patron Quarter Page \$ 450 Quarter Page: 2.75" x 4.5"
- \_\_\_\_\_ Supporter Name Listing \$ 250 Attach business card (do not staple)

*Journal ads must be received by Thursday, September 30th.*  I will E-mail my ad copy

## RAFFLE TICKETS

- \_\_\_\_\_ One Ticket for \$50      \_\_\_\_\_ Three Tickets for \$125      \_\_\_\_\_ Five Tickets for \$200

## PAYMENT METHOD

- Enclosed is a check made payable to The New York Eye and Ear Infirmary.  
(\$180.00 is the non-deductible portion of each ticket.)
- I/ We are unable to attend, but wish to make a contribution \$ \_\_\_\_\_
- Please charge my credit card: **MasterCard**    **Visa**    **American Express**

ACCOUNT # \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ APT \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

Please make checks payable to:

**THE NEW YORK EYE AND EAR INFIRMARY**

Mail payment and this reservation form to:

The New York Eye and Ear Infirmary Development Office  
310 East 14 Street, NY, NY 10003.

For information contact:

Jenny Bautista

The Development Office: 212-979-4019

[jbautista@nyee.edu](mailto:jbautista@nyee.edu).