

June 2002

Dear Loyal Giants Fan,

As President of Saint Vincent Catholic Medical Centers of New York – St. Vincent's Hospital Manhattan, I am writing to invite you to the 2002 New York Giants Kickoff Luncheon. This is a special charitable event which will be held on **WEDNESDAY, AUGUST 28<sup>th</sup>**, beginning at 11:45AM at the Sheraton New York Hotel, Seventh Avenue and 52nd Street.

This year, in addition to introducing the 2002 Giants and recognizing the year 2001 players of the year, we will honor former player **Ron Johnson with the Giants Alumni Man of the Year Award**. The first Giant to ever rush for 1,000 yards in a single season (1970 and 1972), Johnson was the team MVP three times in his six seasons with the Giants (1970-75) and served as captain of the team from 1972-75. A first round draft choice by the Cleveland Browns in 1969, Johnson was a College Football Foundation Scholar Athlete at the University of Michigan and is a member of the University's Hall of Fame, the College Football Hall of Fame and the New Jersey Sports Hall of Fame.

Today, Johnson is a successful businessman and a man who is active in the community. As president of Rackson Corporation, Johnson owns and operates 26 Kentucky Fried Chicken franchises throughout New Jersey, Michigan and Tennessee. As Co-Founder and Director of MAN, Etc. Inc., Johnson has made an investment in the future of young people in the metropolitan area. He also is a member of the board for the Hackensack Medical Center and serves on the advisory board for the University of Michigan's Business School. Johnson and his wife, the former Karen Lyons, have two children: Christopher, a sophomore at Boston College and recipient of the 2001 John V. Mara Scholarship, which is awarded annually to the child of a Giants alumni, and Allison, who will enter Georgetown as a freshman this fall.

For 36 years, St. Vincent's Manhattan and the Giants have given fans this unique opportunity to sponsor a wonderful charitable institution and at the same time show support for New York's favorite team. All proceeds from the luncheon and the raffle are donated to two very special programs: the John V. Mara Research Unit at St. Vincent's Hospital Manhattan and the John V. Mara CYO Camp.

Join Head Coach Jim Fassel and the entire New York Giants Football Team as we honor **Ron Johnson**, a truly outstanding former player, and get ready for another great year! I urge you to purchase your luncheon tickets early as seating is limited.

Also, I encourage you to purchase raffle tickets, as the grand prize is spectacular.

**Two tickets to Super Bowl XXXVII**  
*January 27, 2002*  
Round Trip Airfare for Two  
**From New York to New Orleans, Louisiana**  
Hotel accommodations for four nights

A book of raffle tickets is enclosed; additional books are available at the luncheon.

On behalf of Saint Vincent's and the Giants organization, I look forward to hearing from you and hope that you will join us on August 28<sup>th</sup>, as we kickoff the season!

Sincerely,

Jane Connorton  
President – St. Vincent's Hospital Manhattan



**2002 NEW YORK GIANTS  
KICKOFF LUNCHEON  
Wednesday, August 28, 2002  
12 Noon – Sheraton NY Hotel**

**PACKAGE OPTIONS FORM**

- The Quarter Back** - \$10,000 - 1 Table for ten (Front Row Preferred Seating), Back Cover or Inside Cover Journal Ad, ten passes to pre-event VIP reception with players & coaches. Sponsorship Gift Bag - includes Giants Yearbook, Information Guide, Calendar, one item at sponsor's discretion (Subject to Giants approval). *(Due to limited number of seats, this package is available on a first come first serve basis)*
- The Wide Receiver** - \$ 3,500 - 1 Table of Ten with Front Row Preferred Seating, a Full Page 4 Color Journal ad *(Due to the limited number of seats, package available on a first come first serve basis)*
- Touchdown Package** - \$ 2,700 - 1 Table of Ten Tickets and a Full Page 4-Color Journal ad
- Blitz Package** \$ 1,700 - 1 Table of Ten Tickets and a Full Page Black & White Journal ad
- Screen Pass Package** \$ 2,500 - 5 Individual Tickets and a Full Page 4-Color Journal ad
- Field Goal Package** - \$ 1,500 - 5 Individual Tickets and a Full Page Black & White Journal ad
- Table of 10** \$ 1,000 - 1 Table of Ten  
*The value of goods/services provided on the about items is \$800.00*
- Individual Ticket(s)** \$ 125 - 1 Ticket per person *(Value of Goods/services provided is \$80.00)*

*Printed offset. Supply one-piece, offset film negative, right reading/emulsion side down, 133 line screen, or camera-ready material (velox or line print suggested). For color pages, supply separations in one-piece, offset film negatives with color proofing.*

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_ Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Tele (Day) \_\_\_\_\_ (Fax) \_\_\_\_\_  
 Please charge \$ \_\_\_\_\_ to my  MC  Visa  Amex      Signature \_\_\_\_\_  
 Account Number \_\_\_\_\_      Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_

For further information please call Laura Grzeskowiak at (212)604-7376 or fax (212) 604-2660.  
 Send this reservation form, along with your check, your camera-ready art and/or copy to the address below.  
 Please make checks payable to: **St. Vincent's Hospital Manhattan - Cancer Research.**

**MAIL COMPLETED FORM AND ARTWORK BEFORE AUGUST 13, 2002 TO:**

**SAINT VINCENT CATHOLIC MEDICAL CENTERS  
130 WEST 12TH STREET- MARTIN PAYNE 6B  
NEW YORK, NY 10011**

June, 2001

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Jane Connorton  
President – St. Vincent's Hospital Manhattan



# 2001 NEW YORK GIANTS KICKOFF LUNCHEON

## PACKAGE OPTIONS FORM

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**Touchdown Package** - \$ 2,700 - 1 Table of Ten Tickets and a Full Page 4-Color Journal ad

**Blitz Package** \$ 1,700 - 1 Table of Ten Tickets and a Full Page Black & White Journal ad

**Screen Pass Package** \$ 2,400 - 5 Individual Tickets and a Full Page 4-Color Journal ad

**Field Goal Package** - \$ 1,400 - 5 Individual Tickets and a Full Page Black & White Journal ad

**Table of 10** \$ 800 - 1 Table of Ten

*The value of goods/services provided on the above items is \$550.00*

**Individual Ticket(s)** \$ 100 - 1 Ticket per person *(Value of Goods/services provided is \$55.00)*

*Printed offset. Supply one-piece, offset film negative, right reading/emulsion side down, 133 line screen, or camera-ready material (velox or line print suggested). For color pages, supply separations in one-piece, offset film negatives with color proofing.*

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Tele (day) \_\_\_\_\_ (PM) \_\_\_\_\_

Please charge \$ \_\_\_\_\_ to my MC Visa Amex Signature \_\_\_\_\_

Account Number \_\_\_\_\_ Expiration Date \_\_\_/\_\_\_/\_\_\_

For further information please call Laura Grzeskowiak at (212)604-7376 or fax (212) 604-2660. Send this reservation form, along with your check, your camera-ready art and/or copy to the address below. Please make checks payable to: **St. Vincent's Hospital Manhattan - Cancer Research.**

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130 WEST 12TH STREET- MARTIN PAYNE 6B  
NEW YORK, NY 10011**



# 2001 NEW YORK GIANTS KICKOFF LUNCHEON

## JOURNAL RATES

<u>PAGE SIZE</u>	<u>CONTRIBUTION</u>	<u>MECHANICAL REQUIREMENTS</u>
<u>Back Cover</u>	\$3,000	Trim Size: 8-1/2" x 11"
<u>Inside Covers</u>	\$2,500	Ad Size:
<u>Full Page 4-Color</u>	\$2,000	Bleed Page..8-5/8" x 11-1/4"
<u>Full Page B&amp;W</u>	\$1,000	Full Page..7-1/2" wide x 10"deep
<u>Half Page B&amp;W</u>	\$500	Half Page.7-1/2"wide x 4-3/4" deep

Printed offset. Supply one-piece, offset film negative, right reading/emulsion side down, 133 line screen, or camera-ready material (velox or line print suggested). For color pages, supply separations in one-piece, offset film negatives with color proofing.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone :(Day) \_\_\_\_\_ (Fax) \_\_\_\_\_

Send this reservation form, along with your check and your camera-ready art and/or copy to the address below. Please make checks payable to:

~~SVCMC - St. Vincent's Hospital Manhattan - Cancer Research~~

If you require copy only, please attach sheet or print below:

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For further information please call Laura Grzeskowiak @ (212) 604-7376 or fax (212) 604-2660.

**DEADLINE FOR ALL MATERIALS: AUGUST 13, 2001**

**SAINT VINCENT CATHOLIC MEDICAL CENTERS  
ST. VINCENT'S HOSPITAL MANHATTAN  
130 WEST 12TH STREET-MARTIN PAYNE 6B  
NEW YORK, NY 10011**



**2001 KICKOFF LUNCHEON**  
**NEW YORK GIANTS 77TH SEASON 1925-2001**  
**THURSDAY, AUGUST 30, 2001 • SHERATON NEW YORK HOTEL**  
 THE JOHN V. MARA MEMORIAL CANCER RESEARCH UNIT OF SAINT VINCENT CATHOLIC MEDICAL CENTERS  
 ST. VINCENT'S HOSPITAL MANHATTAN AND THE JOHN V. MARA CTO CAMP

**SHERATON NEW YORK HOTEL**  
 Cocktails 11:45 A.M.: The Royal Ballroom, Second Floor  
 Luncheon 12:30 P.M.: The Imperial Ballroom, Second Floor

Please send \_\_\_\_\_ Tickets @ \$100.00 per Person for the  
 2001 N.Y. Giants Kickoff Luncheon, Thursday, August 30, 2001  
 at the Sheraton New York Hotel (Tax-deductible portion: \$45.00)

SPECIAL RATE: Table for Ten @ \$800.00  
 (Tax-deductible portion: \$250.00 per table)

I would like to make a contribution and be listed as a:

\_\_\_\_\_ Benefactor of the John V. Mara Memorial Cancer Research Unit of  
 St. Vincent's Hospital Manhattan.  
 Enclosed is my tax-deductible contribution of \$75.00

\_\_\_\_\_ Patron of the John V. Mara Memorial Cancer Research Unit of  
 St. Vincent's Hospital Manhattan.  
 Enclosed is my tax-deductible contribution of \$50.00

Amount Enclosed \_\_\_\_\_

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Please Charge \$ \_\_\_\_\_ to my Mastercard \_\_\_\_\_ Visa \_\_\_\_\_ Amex \_\_\_\_\_  
 Account Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  
 Signature \_\_\_\_\_

Please make you check payable to  
 St. Vincent's Hospital Manhattan - Cancer Research  
 and send to:  
 The John V. Mara Memorial Cancer Research Unit  
 Saint Vincent Catholic Medical Centers  
 St. Vincent's Hospital Manhattan  
 130 West 12th Street, Suite 6 B  
 New York, NY 10011