



An evening honoring **Gary Vaynerchuk**
Serial entrepreneur, CEO of VaynerMedia and best-selling author
TO BENEFIT THE STUDENTS OF BUILD NYC

April 19, 2018
Lavo Nightclub 39 E 58th St, New York, NY
6:00 PM - 10:30 PM

Our Vision

BUILD envisions an educational system in which all students, regardless of background, are engaged and prepared for their personal and professional achievement.

Our Mission

BUILD's mission is to use entrepreneurship to ignite the potential of youth from under-resourced communities and propel them to high school, college & career success.



Our Program

Founded in 1999, BUILD's 4-year curriculum provides hands-on learning, not a simulation. By empowering students to run their own businesses, BUILD supplements traditional classroom instruction with real-world experiences and the development of critical 21st century skills.

BUILD students transition to college or other post-secondary options with the skills needed to persist in higher education and to be successful in achieving their long-term goals.

In its second year in NYC, BUILD is serving over 300 students at 7 partner high schools in the Bronx, Brooklyn and Manhattan where graduation rates are as low as 41%.

Our Impact

96% of BUILD seniors graduate from high school on time, at a rate 32% higher than their peer group.

84% of BUILD high school graduates enroll in college immediately after graduation, at a rate 58% higher than their peer group.





AN EVENING WITH GARY VAYNERCHUK

TO BENEFIT THE STUDENTS OF BUILD NYC

THURSDAY APRIL 19TH 2018 6:00-10:30 PM

To celebrate BUILD's second year in New York and to applaud the accomplishments of our students, BUILD is hosting a celebration on April 19 at Lavo Nightclub. We are thrilled to honor Gary Vaynerchuk-CEO of VaynerMedia and best-selling author. As a serial entrepreneur and innovator, Gary is an inspiration to the youth that we serve. This signature event is expected to attract nearly 400 of New York City's most influential and innovative business leaders, entrepreneurs, and philanthropists.

Please support BUILD's efforts to bridge the economic and educational barriers that exist for New York's most vulnerable youth by sponsoring this event. A sponsorship offers you a unique opportunity to associate your brand with innovation, entrepreneurship and social media icon Gary Vaynerchuk. In addition, you will be creating tremendous goodwill in the community and helping to change lives.





CHANGE THE WORLD

TITLE SPONSOR - \$50,000 (one)

- 20 tickets to VIP reception, #AskGaryVee Show and main event
- Premium seating tables with bottle service for your guests
- Your corporate name will be part of official event title
- Most prominent recognition as title sponsor on invitation, BUILD website, Fevo ticket purchase platform, marketing materials, program and signage
- Public recognition during award presentation to Gary Vaynerchuk
- Opportunity to provide giveaways and promotional materials in VIP gift bags
- Digital messaging opportunities for your company in BUILD event promotion
- Exposure to BUILD NYC community on social media platforms and recognition in all BUILD event press
- Feature story in BUILD NYC newsletter

Every sponsorship is customizable. We will work with you to design a package that leverages your company's brand and maximizes your marketing and promotional objectives. For more information, contact Pam Minetti: pminetti@build.org, 914-649-5916





DREAM MAKER

\$25,000 (multiple, limited availability)

- 10 tickets to VIP reception, #AskGaryVee Show and main event
- Preferred seating tables with bottle service for your guests
- Prominent recognition on invitation, BUILD website, Fevo ticket purchase platform, marketing materials, program and signage
- Opportunity to provide giveaways and promotional materials in VIP gift bags
- Digital messaging opportunities for your company in BUILD event promotion
- Exposure to BUILD NYC community on social media platforms and newsletter, and recognition in all BUILD event press

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VISIONARY

\$10,000 (multiple)

- 4 tickets to VIP reception, #AskGaryVee Show and main event
- Bottle service for your guests
- Prominent recognition on BUILD website, Fevo ticket purchase platform, marketing materials, program and signage
- Exposure to the BUILD NYC community on social media platforms and newsletter and recognition in all BUILD event press

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ANGEL INVESTOR

\$5,000 (multiple)

- 2 tickets to VIP reception, #AskGaryVee Show and main event
- Recognition on BUILD website, Fevo ticket purchase platform, marketing materials, program and signage
- Exposure to BUILD NYC community on social media platforms and newsletter and recognition in all BUILD event press

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CRUSHING IT VIP TICKET

(6:00-10:30 PM) \$500

- One ticket to the event including the VIP reception and #AskGaryVee Show. Includes cocktails, hors d'oeuvres, dinner, dessert, dancing and exclusive access to honoree Gary Vaynerchuk
- Connect with Gary and BUILD student entrepreneurs in an intimate setting. Participate in the #AskGary Vee Show. Receive a signed copy of Gary's newest best-selling book "Crushing It!"
- Your ticket purchase will also fund transportation to and from the party and refreshments for one BUILD student, teacher or mentor

Purchase tickets [here](#) or send checks to BUILD NYC,
Attention: Chymeka Olfonse 1460 Broadway
New York, NY 10036





SERIAL ENTREPRENEUR TICKET

(7:00-10:30 PM) \$250

- One ticket to the main event. Includes cocktails, hors d'oeuvres, dinner, dessert and dancing
- Visit the Student Marketplace where you can interact with BUILD students and purchase their innovative products. Watch Gary receive his award and learn why he believes in the power of the BUILD program

Purchase tickets [here](#) or send checks to BUILD NYC,
Attention: Chymeka Olfonse 1460 Broadway
New York, NY 10036





OUR HONOREE

GARY VAYNERCHUK

Gary Vaynerchuk is a serial entrepreneur and the CEO and co-founder of VaynerMedia, a full-service digital agency servicing Fortune 500 clients across the company's four locations. Gary rose to prominence in the late 1990's after establishing one of the first ecommerce wine sites, WineLibrary, which helped his father's family business grow from \$4 million to \$60 million in sales.

Gary is a highly sought after public speaker. He is a venture capitalist, 4-time New York Times bestselling author, and an early investor in companies such as Twitter, Tumblr, Venmo and Uber. Gary has been named to both Crain's and Fortune's 40 Under 40 lists.

Gary is currently the subject of DailyVee, an online documentary series highlighting what it's like to be a CEO and public figure in today's digital world. He is also the host of #AskGaryVee, an online business and advice Q&A show.

Gary also serves as the CEO of holding company VaynerX, which houses VaynerMedia and The Gallery, a new publishing company started after acquiring PureWow in January 2017. Gary also serves as a partner in the athlete representation agency VaynerSports and restaurant reservations app Resy.



**ENTREPRENEURSHIP IS THE HOOK, HIGH SCHOOL,
COLLEGE AND CAREER SUCCESS ARE THE GOALS.**

**BECOME A SPONSOR
BUILD STUDENT FUTURES**

For more information, contact:

Chymeka Olfonse - Regional Executive Director, colfonse@build.org, 914-486-1864

Pam Minetti - Director of Development, pminetti@build.org, 914-649-5916

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