

# THE 20TH ANNUAL STEVE ALLEN COMEDY SHOW

STARRING

## JASON ALEXANDER

WEDNESDAY, SEPTEMBER 22, 2021

A BENEFIT FOR NEW AVENUES FOR YOUTH

For the past twenty years, this signature event brings our community together to share food, drink and laughter in the company of great entertainers - and for a great cause - to help prevent and end youth homelessness. We hope you'll join us and over 500 people dedicated to our mission on Wednesday, September 22nd for a memorable evening with **Jason Alexander**.

You may remember him from his legendary performance at the 2012 Steve Allen Comedy Show, Jason Alexander is best known for his award-winning, nine-year stint as the now iconic George Costanza of the television series *Seinfeld*. Aside from his performances on stage, screen, and television, he has worked extensively as a writer, composer, director, producer and teacher. In between all that he has also become an award-winning magician, a notorious poker player and a respected advocate on social and political issues.

His many films include: *Pretty Woman*, *Jacob's Ladder*, and *Shallow Hal*; He directed the feature films *For Better or Worse* and *Just Looking*. He is also a distinguished television director, overseeing episodes of *Seinfeld*, *Till Death*, *Everybody Hates Chris*, *Mike and Molly*, *Criminal Minds*, and *Franklin and Bash*. He also won the American Country Music Award for his direction of Brad Paisley's music video "Cooler Online."

Jason tours the country and the world performing his one-man show, "As Long As You're Asking, a Conversation with Jason Alexander," which contains music, comedy and conversation. We are looking forward to an amazing show!

New Avenues is honored to have Jason Alexander headline this year's Steve Allen Comedy Show.



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## SPONSORSHIP LEVELS AND BENEFITS

### PRESENTING SPONSOR \$20,000

- Marquee level sponsorship
- 2 premium tables for 10 guests
- Meet & Greet with Jason Alexander
- Primary placement on paddle raise materials
- Primary acknowledgment in auction materials
- Lead listing on all signage
- Special mention in press release and media
- Special mention on screen at event
- Full page ad in event program
- Special mention in New Avenues social media and newsletter
- Logo and link on website
- Signage at event registration and on table
- Champagne at table

### GOLD SPONSOR \$5,000

- Table for 10 guests
- Listing on all signage
- Special mention in press release and media
- Placement in event program
- Special mention in New Avenues social media and newsletter
- Logo and link on website
- Signage at event registration and on table

### PLATINUM SPONSOR \$10,000

- High visibility sponsorship
- Table for 10 guests
- Meet & Greet with Jason Alexander
- Prominent listing on event program and materials
- Special mention in New Avenues social media and newsletter
- 1/2 page ad in event program
- Special mention in press release and media
- Logo and link on website
- Signage at event registration and on table

### SILVER SPONSOR \$3,000

- Table for 10 guests
- Placement in event program
- Special mention in New Avenues social media and newsletter
- Logo on event website page
- Signage at event registration and on table

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For sponsorship information or questions, please contact  
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