

SPONSORSHIP AND ADVERTISING OPPORTUNITIES



HONORING

Willie Randolph

David Ortiz

Alfonso Soriano

Robinson Cano

Stephon Marbury

Osi Umenyiora

Dr. Oheneba Boachie-Adjei

Martha Zavala Korman

Alfreda Turner

Ambassador Francis Lorenzo

Sunday, August 24th, 2008

New York Marriott Marquis

1535 Broadway

New York, New York 10036

(between 45th & 46th Street)

Reception/Silent Auction: **6-7pm**

Dinner/Live & Silent Auction: **7-10pm**

(Business Attire)





H O N O R E E S



Willie Randolph is the former manager of the New York Mets, where he guided his team to the National League East Title in 2006 with a 97-65 record and finished second in the National League Manager of the Year. His Major League Baseball (MLB) career began in 1972 when he was drafted by the Pittsburgh Pirates and made his major league debut in 1975.

He was a 6-time All-Star and starting second baseman for the World Champion Yankees in 1977 and 1978. As an outstanding defensive player, he turned the third most double plays (1,547) in baseball history among second basemen. In 1991 he batted a career-best .327 average with Milwaukee, finishing third in the American League batting race. Willie's coaching career began in 1994 as the third base and bench coach of the Yankees for 10 years, during which time the Yankees won 4 World Series Championships.

In May 2006 he established the Willie Randolph Foundation which supports programs and initiatives for improving athletic opportunities for boys and girls in the New York metropolitan area. With the objective of inspiring and providing positive leadership to inner-city children and young adults, the Foundation places special emphasis on supporting youth baseball programs and improving playing facilities. Willie was born in Holly Hill, SC and raised in Brooklyn, NY. He has received numerous honors and awards throughout his career. He and his wife Gretchen have four adult children.



David Ortiz was born in the Dominican Republic. In 1992 he signed with the Seattle Mariners and was later traded to the Minnesota Twins in 1996, where he made his Major League debut in September 1997. After being released from the Twins in 2002, he signed as a free agent with the Boston Red Sox.

In 2004, during his second year, David played a major role in leading the Red Sox to their first World Series championship in 86 years. During the season, he was voted to the All-Star team for the first time in his career, as he batted .301 with 41 home runs and 139 RBI. During the playoffs, David hit .400 with 5 home runs and 19 RBI. He had multiple game-winning hits to help Boston advance to and ultimately win the World Series. His post-season heroics earned him MVP honors for the America League Championship Series.

In 2006 David hit a career-high 54 home runs (setting a new Red Sox record) and had 137 RBI, while batting .287, winning the home run crown. In 2007, he once again was a major force as he helped lead the Red Sox to their seventh World Series title, hitting .332 with 35 home runs and 117 RBI. In the postseason he batted .370 with 3 home runs and 10 RBI.



H O N O R E E S



Alfonso Soriano was born in the Dominican Republic and signed as a free agent with the New York Yankees in 1998, starting his career as an infielder, playing there for five seasons. His first major league hit came in 1999 as a walk-off home run to win against the Tampa Bay Devil Rays. In 2002, he led the American League with 696 at bats, 209 hits, 92 extra base hits, 41 stolen bases, 128 runs. He finished in third place for Rookie of the Year honors in 2001.

In 2003, Alfonso set the record for most home runs to lead off a game in a season with 13, and for the second straight year he led the league in at bats, and finished in the top five for hits, doubles, home runs and stolen bases.

In 2004, the Yankees traded him to the Texas Rangers where he was elected as a first-time All Star, starting at second base, where he hit a three-run home run in the first inning and was named MVP. In December 2005, Alfonso was traded to the Washington Nationals where he converted to left field and had his greatest career season with 46 home runs, and 41 stolen bases, adding to his overall total to make him the fastest man in baseball history to reach 200 home runs and 200 stolen bases. Since 2007 he has been with the Chicago Cubs where he led his team last season in home runs, triples, runs, and slugging percentage.



Robinson Cano was born in the Dominican Republic and named after baseball legend Jackie Robinson. He was signed by the Yankees in 2001 and made his Major League debut in 2005, hitting .297 with 14 home runs and 62 RBI, finishing second in the American League Rookie of the Year balloting.

In 2006 he led the American League All-Star balloting at second base, but could not play after being placed on the disabled list for a strained hamstring. Robinson finished 2006 with the 3rd best batting average in the AL and 9th in the league in doubles (41). He also led the AL in batting average on the road with .364.

He hit .306 with the Yankees in 2007 while establishing career highs in games played (160), at-bats (617), runs scored (93), hits (189), triples (7), home runs (19), RBI (97) and walks (39). He also tied his career high with 41 doubles and was the only batter in the top 10 in doubles in the AL in both 2006 and 2007. Robinson was among 30 finalists for the 2006 Roberto Clemente Award, given annually to the MLB player who combines outstanding skills on the baseball field with devoted work in the community.



H O N O R E E S



Stephon Marbury was born and raised in Brooklyn New York. In 1996 at age 19 he was selected to the National Basketball Association (NBA) after his freshman season at Georgia Tech by the Milwaukee Bucks and then traded to the Minnesota Timberwolves. Known for quickness, ball handling, and perimeter scoring, he averaged 15.8 points and 7.8 assists per game and was named to the 1997 All-Rookie Team, and helped lead the Timberwolves to the NBA Playoffs in 1997 and 1998.

In 1999 he was traded to the New Jersey Nets. After two years in New Jersey, he was traded to the Phoenix Suns where he helped the Suns qualify for the playoffs in 2003. Stephon was traded to the New York Knicks during the 2004 season, which brought him full circle, as he grew up in New York and was a lifelong Knicks fan. He made an immediate impact, leading a Knicks team in transition to the playoffs on the strength of his performances.

Stephon is two-time NBA All-Star (2001 and 2003) and an All-NBA Third Team member in 2003. He has been among the league's Top Ten in assists in each of his nine NBA seasons, with career averages of 20.6 points per game, 8.3 assists per game.

He also played for the United States (Dream Team IV) in the 2004 Summer Olympics, where he scored a US team Olympic record 31 points in a game against Spain.

In 2006 he began a manufacturing business to produce affordable basketball shoes that bear his nickname, "Starbury."



Osi Umenyiora was drafted by the New York Giants in the 2nd round of the 2003 National Football League (NFL) Draft out of Troy State University, where he finished second in the nation with 16 sacks. He was born in London to Nigerian parents. His family moved back to Nigeria and later to Auburn, Alabama where the future sack artist discovered he was a natural on the football field.

Despite his inexperience, Osi quickly established himself as a premiere pass rusher in the NFL. His combination of quickness and strength turned him into an outstanding playmaker. In only his first year starting all 16 games for the Giants, his 14.5 sacks placed him second among all NFL players and earned him a trip to the Pro Bowl.

In 2007, in his fifth season with New York, Osi emerged as one of the most popular players among fans. His second Pro Bowl season helped turn the Giants Defense into a dominating force resulting in the Super Bowl XLII Title.



H O N O R E E S



Dr. Oheneba Boachie-

Adjei was born in Kumasi, Ghana. He emigrated to the U.S. in 1972 and completed undergraduate studies at Brooklyn College, where he received a Bachelor of Science (summa cum laude) in 1976. He earned his medical degree from Columbia University's College of Physicians and Surgeons, completed his orthopedic residency at New York's Hospital for Special Surgery (HSS), and then pursued advanced training in spine and scoliosis at the Twin Cities Scoliosis Center and the Minnesota Spine Center.

He is Professor of Orthopedic Surgery at Weill-Cornell Medical College and Chief of the Scoliosis Service at HSS, where he holds the David B. Levine Chair in Spine Research. Among Dr. Boachie-Adjei's awards are the American Academy of Orthopedic Surgeons' Humanitarian Award, the Hospital for Special Surgery Wholeness of Life Award, the Albert Schweitzer University Science and Peace Gold Medal, and the Scoliosis Research Society Blount Service Award for unique humanitarian services. He has received numerous citations in New York Magazine as one of New York's best doctors and has been featured in several prime TV programs on ABC, Discovery Health and Discovery for his unique talents in spine surgery and patient care

Dr. Boachie-Adjei has published and lectured extensively on Spine Surgery, with special emphasis on surgery to correct spine deformity. He is an inventor who holds several patents for devices used in spine surgery. He also established the F.O.C.O.S. Foundation (Foundation of Orthopedics and Complex Spine) to provide orthopedic medical care to underserved populations in West Africa and other third world nations.



Martha Zavala Korman

was first generation Hispanic born in New York but raised in New Jersey. She grew up with such a strong work ethic by her parents Oscar & Carmen Zavala. These disciplines lead her to start her own company in the Tampa Bay Area.

In 1986 she and her late husband, Nick Korman, and their two small children headed south to start a blueprint company. Approximately, over twenty years later, she grew to be one of the largest reprographic firms in the Southeast. During the past 20 years, NGI was built from small company into a strong, multi-million dollar regional operation. NGI was the largest provider of reproduction, document management and related services in Southeast.

In December she sold her company to a publicly trade company ARC (American Reprographic Company). Joining forces with the largest reprographic company in the world gave NGI new heights in offering clients new technological solutions, as well as providing more comprehensive solutions worldwide.

Now she serves as the Executive Director for Premier Accounts for ARC. In addition, Martha served as a resource council member for the Turn 2 foundation for Derek Jeter. In addition, she has helped in the past to coordinate events for Charles Barkley and Shaquille & Lucille O'Neal. As a long-time resident of Tampa Bay, she sponsors many celebrity charity events, educational, and business programs and is committed to strengthening the fabric of the surrounding communities. As a long-time resident of Tampa Bay, she serves as member of the Florida Chamber Foundation and Florida Tax Watch. With all of these accomplishments, she is most proud of her two daughters and six grandchildren.



H O N O R E E S



Alfreda Turner is Manager

Commercial Sales Development International for Delta Air Lines. She is a twenty eight year veteran in the airline industry. Since joining Delta in Houston Texas she has served in a number of roles and leadership positions including passenger sales, customer service and brand management. Alfreda transferred from Texas to Delta's corporate headquarters in 1988 to accept a position as Sales Account Executive. After completing Delta's management and leadership programs she was promoted to District Sales Manager Atlanta with responsibility for an 800 million dollar revenue portfolio and negotiating sales agreements with Delta's top corporate and agency accounts.

Her other leadership positions include Manager Industry Marketing handling sponsorship and promotional agreements for key sports franchises and community and non profit organizations. She is currently Manager Commercial Sales Development International where she is responsible for International Business Development and Relationship Management of bi-national chambers of commerce, foreign officials, ambassadors, consulates, dignitaries and VIP's.

Alfreda is native of North Carolina and earned a BA in Sociology from Winston Sales State University. She has received extensive concentration in executive training and leadership management studies. She is very active in the community and serves on several boards including the Atlanta Community Food Bank, The Atlanta Sports Council, The Dallas Austin Foundation Board, and The Georgia Hispanic Chamber of Commerce Board of Directors.



Ambassador Francis

Lorenzo is the Deputy Permanent Representative to the UN and focal point at the Dominican Mission to the UN in charge of work and initiatives relating to the Millennium Development Goals (MDGs) and ICT. He is the founder and Vice-Chair of the Public-Private Alliance Foundation. He worked with the UN Public-Private Alliance for Rural Development and the Economic and Social Council to negotiate the resolution that named the Dominican Republic as the 2nd pilot country for the UN Public Private Alliance for Rural Development. He was able to get the support of the G-77, the European Union and the US so the resolution could be adopted by consensus.

Ambassador Lorenzo currently was the Vice President of Commission for Social Development at the UN. He is the founder of the United Nations Association of the Dominican Republic (UNA-DR), which has brought together thousands of students, teachers, and key stakeholders in the country. The President of the country Dr. Leonel Fernandez is the president of the Association.

Prior to his work at the United Nations, Ambassador Lorenzo was representing the president in various conferences around the world such as FFD in Monterrey Mexico, WSIS in Geneva, WSSD in Johanasburg. He was a business entrepreneur, working in various cities around the world including New York, Milan, Paris, London, Moscow, Berlin, Madrid among others. Ambassador Lorenzo holds a Bachelor of Science in Psychology; he speaks Spanish, English and French.



SPONSORSHIPS & ADVERTISING

PLATINUM SPONSOR - \$50,000

- One VIP Table for ten (10) guests
- A celebrity will be seated at the table
- Ten (10) tickets to VIP Reception
- Meet and Greet the Honorees
- Ten (10) Unique Autographed items
- One Group Photo with the Honorees
- Acknowledgement on stage
- Listing in Press Releases, Public Service Announcements, and the ADF Website
- Sponsor logo in pre & post event printed materials
- Full-page ad in the Gala Program
- Prominent listing in the Gala Program

GOLD SPONSOR - \$25,000

- One Premier Table for ten (10) guests
- Ten (10) tickets to VIP Reception
- Ten (10) Unique Autographed items
- One Group Photo with the Honorees
- Listing in Press Releases, Public Service Announcements, and the ADF Website
- Sponsor logo in pre & post event printed materials
- Half-page ad in the Gala Program
- Prominent listing in the Gala Program

SILVER SPONSOR - \$15,000

- One Preferential Table for ten (10) guests
- Ten (10) tickets to VIP Reception
- One Group Photo with Honorees
- Listing in Press Releases, Public Service Announcements, and the ADF Website
- Quarter-page ad in the Gala Program
- Prominent listing in the Gala Program

BRONZE SPONSOR - \$10,000

- Table for ten (10) guests
- Ten (10) tickets to the General Reception
- Listing in Press Releases, Public Service Announcements, and the ADF Website
- Quarter-page ad in the Gala Program
- Listing in the Gala Program

SUPPORTER DINNER TICKET - \$500

- One Ticket to the General Reception and Dinner

GALA PROGRAM ADVERTISING

- Full-page Ad - \$5,000
- Half-page Ad - \$3,000
- Quarter-page Ad - \$2,000
- Sponsor Logo - \$1,000

Ad-reserve Deadline-RSVP: August 1, 2008

Sponsorship & advertising contact:

Gabrina Soliz

(210) 845-2797

gsoliz@africandevopmentfoundation.org

Ad-art Deadline: August 5, 2008

Program Color: *full color*

Ad Sizes:

- Full page: 8.5 x 11 in.

- Half page: horizontal or vertical

- Quarter page: 4.75 x 3.5 vertical

Acceptible digital formats:

- PDF, EPS (Mac; type in outlines), TIFF (Mac), JPG

File resolution: 300dpi CMYK

Art contact & file submission:

Sam Morgan

samorgan@xmission.com

(801) 961-8294

All donations are tax deductible to the extent allowed by law. The ADF is a non-profit 501(c)(3) organization.

The ADF tax-id number is: 22-3687152.



Marriott Lodging:

If you wish to stay at the Marriott Marquis for the event, please call 1-800-843-4898 and ask for the ADF group rate.





THE AFRICAN DEVELOPMENT FOUNDATION

Our Mission

The African Development Foundation was created in 2003 as an international non-profit 501(c)(3) organization, to promote goodwill and strengthen relationships between America and Africa through youth-oriented initiatives. Our outreach includes providing African youths with computer training, health-related resources, and recreational outlets.

In this information age of rapidly developing technology, it's imperative to better prepare Africa's youth to succeed and participate in the 21st century world of global productivity.

We are therefore committed to offering programs and resources to create opportunities that might otherwise be absent in their lives.

- **Education**
- **Sports Initiatives**
- **Health Awareness Campaigns**

With the help from concerned individuals, organizations, and corporate sponsors, we are proud to serve disadvantaged African youths that are eager to learn and deserve the pleasures of recreation.

George Ntim *Founder & President*



Born in Ghana, West Africa, George is also the Director of Guest Relations and Community Services at the 1,946 rooms New York Marriott Marquis Hotel, located at Times Square where he interfaces with all operating departments and is responsible for all VIPs. He serves as an Ambassador of the Marriott International's Northeast Region Business Council and Diversity Program.

For the past ten years, George has been an Adjunct Professor at the New York University and New York City Technical College Hospitality Management Departments, where he teaches Hospitality Management and Lodging Operations.

He is an enthusiastic volunteer for the City Meals on Wheels, The New York City AIDS Walks, the Children's Miracle Network, and the Children's Aid Society.

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