



Johnson
Cornell
SC Johnson College of Business

BIG RED Bash

April 24, 2018 | 6:00—9:00 pm
Guastavino's, 409 East 59th Street, New York City

General admission ticket: \$150
johnson.cornell.edu/alumni/alumni-events

A NIGHT HONORING CORNELL BUSINESS LEADERS

SPONSORSHIP OPPORTUNITIES:

BIG RED TITLE SPONSOR (\$25,000)

- » Two premier tables (20 seats) branded with your organization's logo
- » Exclusive podium recognition as well as in all pre-post-event press and media releases
- » Invitation to attend an exclusive pre-event cocktail reception to meet the honorees, senior administrators and alumni
- » Your organization's name and logo featured in all invitations, event program, marketing materials, registration page and social media
- » Premium wine selection and dessert tray served at dinner
- » Opportunity to host faculty or current students at your table
- » Exclusive invitations to Cornell sporting events, private tour of the Cornell Tech Campus, and Big Red merchandise

PLATINUM TITLE SPONSOR (\$10,000)

- » One premier table (12 seats) branded with your organization's logo
- » Invitation to attend an exclusive pre-event cocktail reception to meet the honorees, senior administrators and alumni
- » Your organization's name and logo featured in select invitations, event program, marketing materials, website and social media
- » Premium wine selection and dessert tray served at dinner
- » Opportunity to host faculty or current students at your table
- » Exclusive invitations to Cornell sporting events and Big Red merchandise

GOLD TITLE SPONSOR (\$5,000)

- » One premier table (10 seats) branded with your organization's logo
- » Invitation to attend an exclusive pre-event cocktail reception to meet the honorees, senior administrators and alumni
- » Your organization's name and logo featured in select invitations, event program, marketing materials, website and social media
- » Opportunity to host faculty or current students at your table

JOIN THE CELEBRATION

We cordially invite you to Johnson's premier event: the Big Red Bash. Join us in honoring the remarkable achievements of this year's alumni award recipients and celebrate the strength of business at Cornell. Hosted by the Office of Alumni Affairs and Johnson's dedicated alumni, the Big Red Bash will be an extraordinary evening offering opportunities to network with colleagues, rub elbows with industry captains as well as school and university leaders, and interact with world-renowned faculty.

CORPORATE SPONSOR BENEFITS:

- Co-brand your organization with Johnson and Cornell in an extensive promotional campaign reaching more than 15,000 Johnson alumni around the world plus 50,000 Cornell alumni in the metro New York City region
- Network with industry executives, and world-renowned faculty
- Show your appreciation for your company's Johnson and Cornell alumni by sending them to the party
- Support Johnson at Cornell University programs with your sponsorship

CONTACT INFORMATION:

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BIG RED Bash

BIG RED BASH GALA CELEBRATION

HONORARY GALA COMMITTEE MEMBERS

John Alexander '74, MBA '76
Karen Keating '76
Rich Marin '75, MBA '76
Henry Renard '54, MBA '55
Barry Ridings, MBA '76

GALA COMMITTEE MEMBERS

Dana Price, MBA '11, Chair
Mike Anderson, MBA '10
Selina Ang, MBA '12
Shari Aser, MBA '10
Lisa Bonk, MBA '11
Morgan Jones, MBA '15
Ben Kemper, MBA '15
Dave Pisacich, MBA '10
Siwat Siengsanah, MBA '15
Marvin Strauss '64, MBA '65
Marques Zak, MBA '10

JOHNSON ALUMNI RECOGNITION AWARDS TO BE PRESENTED AT THE BIG RED BASH

L. JOSEPH THOMAS LEADERSHIP AWARD

Johnson's highest honor, this award recognizes alumni for their exceptional demonstration of vision and leadership, sound business sense, and commitment to community.

PREVIOUS RECIPIENTS

2016 George G. Gellert '60, MBA '62, JD '63
2014-2015 Kyung-Bae Suh, MBA '87
2013 Irene Rosenfeld '75, MS '77, PhD '86
2012 H. Fisk Johnson '79, MEng '80,
MS '82, MBA '84, PhD '86
2011 Daniel Hesse, MBA '77

SAMUEL C. JOHNSON DISTINGUISHED SERVICE AWARD

This is a lifetime achievement award that honors alumni who graduated more than 20 years ago and have demonstrated sustained and exemplary commitment to Johnson and its alumni.

PREVIOUS RECIPIENTS

2016 Nelson Schaenen Jr. '50, MBA '51
2014-2015 Charles L. Jarvie '58, MBA '59
2013 Jack M. Ferraro, MBA '70
2012 Henry P. Renard '54, MBA '55
2011 Karen Keating '76
2010 Jeffrey Berg '79, MEng '80, MBA '81
2009 J. Roger O'Neil, MBA '61
2008 Bob W. Staley '58, MBA '59 and
Tom Mulligan '73, MBA '77
2007 Inaugural Award Recipient:
Richard Marin '75, MBA '76

ROBERT J. SWIERINGA YOUNG ALUMNI SERVICE AWARD

This award honors alumni who graduated less than 20 years ago and have demonstrated exemplary commitment to Johnson and its alumni, and continued engagement with Johnson as a volunteer leader in many engagement activities.

PREVIOUS RECIPIENTS

2016 Shari Aser MBA '10
2014-2015 Kimberly S. Stevenson, MBA '01
2013 Kenyattah Robinson, MBA '06
2012 Jeffrey Marx Kabel, MBA '97
2011 Meredith Ryan-Reid, MBA '07
2010 Scott Weiss '00, MBA '05
2009 Sarah Brubacher, MBA '99
2008 Tim Takacs, MBA '99, and
Brett Blumenthal Wax '96, MBA '04
2007 Inaugural Award Recipient:
Kenneth W. Gurrola, MBA '95

HENRY P. RENARD '54, MBA '55 REGIONAL CLUB OF THE YEAR AWARD

This award recognizes regional club leaders and members for the innovation, creativity, and diversity of their programs, the total number of events hosted, and the percent of local alumni who attend.

PREVIOUS RECIPIENTS

2016 Johnson Club of Korea
President: Chulyong (Charlie)
Cho MBA '98
2014-2015 Johnson Club of New York -
Co-President: Lisa Bonk, MBA '11,
Co-President: Dana Price, MBA '11
2013 Johnson Club of Seattle -
President: Pam Spier '05, MBA '11
2012 Johnson Club of Rochester -
President: Donna Spinella '78, MBA '86
2011 Johnson Club of China -
President: Geoffrey Lim, MBA '00
2010 Johnson Club of New York -
President: Oded Anderman, MBA '04
2009 Johnson Club of the United Kingdom
President Tim Takacs, MBA '99
2008 Johnson Club of Boston
2007 Inaugural Award Recipient:
Johnson Club of Chicago

