



Hosted by Andy Cohen

A virtual event streaming on www.sunriselive.org  

THURSDAY, JUNE 3
LIVE AT 7:30PM EST

ABOUT THE EVENT



THURSDAY, JUNE 3, 2021
LIVE PROGRAM BEGINS AT 7:30PM EST



SunriseLIVE! is back for another year uniting our Friends of Sunrise and Rock the River communities for one magical night on June 3rd to support children with cancer.

SunriseLIVE! will include fantastic entertainment, inspiring camper stories and an exciting online auction, while honoring Danielle & Michael Ramin and Beth Stark & Howard Fiddle.

A virtual event streaming on www.sunriselive.org



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THE SUNRISE CHAMPION AWARD



PRESENTED TO DANIELLE & MICHAEL RAMIN

Danielle and Michael Ramin were introduced to Sunrise Association in 2014 by friends Lisa and David Sakhai and since then have been ardent supporters through the Friends of Sunrise Cocktail Party. At the 2017 event, Michael and his colleagues added a new level of entertainment and fundraising by creating the “Shave4Sunrise Challenge,” an extension of their Share4kids philanthropic entity. Michael has also participated in volunteer days at camp and regularly attends Men’s Night.

Share4Kids, a non-profit entity of Sharestates, was established by Radni Davoodi, Raymond Davoodi, Allen Shayanfekr and Michael Ramin, to aid charities dedicated to improving the lives of children and has generously supported the children of Sunrise for many years. In addition to Sunrise, they also support Friendship Circle, St. Mary’s Hospital, Alpha School, Jewish Children’s Museum and the Jewish National Fund.

Michael Ramin is the head of Business Development at Sharestates. Since taking over the position in 2014, Michael and his team have created alliances with some of the country’s largest real estate developers and investors, closing over \$2.5B in loan volume nationwide. Michael’s extensive knowledge and experience has helped Sharestates become one of the nation’s largest private lenders in the real estate industry. Michael Graduated from CUNY Baruch School of Public Affairs with a BS in Real Estate and Metro Development.

Danielle Ramin was previously a Key Account Associate with Steve Madden. In 2019 after their daughter was born, Danielle joined Michael in real estate at Atlantis National Services as Director of National Expansion. Danielle has a Bachelor of Science from Penn State and a Master of Science Education from Brooklyn College.

Michael and Danielle reside in Roslyn with their two-year-old daughter Skylar Liv. They are thrilled to be this year’s honorees and look forward to many more years of supporting the children of Sunrise Day Camp alongside their Sharestates community.



THE SUNRISE CHAMPION AWARD



PRESENTED TO BETH STARK & HOWARD FIDDLE

Beth Stark & Howard Fiddle have been supporters of Sunrise since 2016. Beth came to Sunrise as a member of the Rock the River Event Committee. Soon thereafter, she joined Sunrise on Wheels, our in-hospital program, as a weekly volunteer. In 2018, she assumed the position of Wheels Coordinator at Montefiore. Pre-COVID, she spent her days on the hematology/oncology floor at The Children's Hospital at Montefiore.

Beth has a long history of inspired leadership. Before Sunrise, she was involved in UJA, participating in numerous committees. During this time, she was also an active member of Bet Torah in Mt. Kisco, where she held various board positions, taught at Bet Torah's preschool, and earned her master's in Early Childhood Education.

Howard is a Vice Chairman, and a 33-year veteran of CBRE. He has been a three-time recipient of the Real Estate Board of New York's Robert T. Lawrence Memorial award – an honor that recognizes those transactions with exceptional creativity and importance to New York City.

For the last 20+ years, Howard has also been a member on The Daniel Jordan Fiddle Foundation (DJF) board. DJF is a national all-volunteer run organization whose mission is to develop, advocate for and support programs through grants that enrich the lives of adults & adolescents with autism.

Beth & Howard are thrilled to be chosen as honorees and take very seriously their responsibility to introduce new people to this very meaningful cause.



ABOUT THE SUNRISE ASSOCIATION



The mission of the *Sunrise Association* is to bring back the joys of childhood to children with cancer and their siblings world-wide through the creation of **Day Camps**, **Year-Round Programs** and **In-Hospital Recreational Activities**, all offered *free of charge*.

\$6,000 SENDS ONE CHILD TO CAMP FOR A FULL SUMMER



Sunrise Association Day Camps are not-for-profit 501(c)3 charitable organizations and all donations are tax-deductible under federal guidelines. Tax ID: # 46-5555854

*Numbers are cumulative over 15 years of operations

www.sunriselive.org

2020 RECAP



COVID-19 has changed our world.

In a year like no other, one thing remained constant – the Sunrise Association’s dedication to its mission to bring back the joys of childhood to children with cancer and their siblings, offered free of charge.



Hundreds of smiling campers attend monthly virtual themed “Sunrise Sundays,” and over **1,700 children** participated in our **virtual summer camps**



Over **8,000 packages** delivered to our campers in 2020 through our **New-Years** and **Camp-In-A-Box initiatives**



Hospitals nationwide are showing our video adventure series, Wheels Up, on their CCTV network and over **13,000 children** have viewed our **online, interactive Sunrise on Screens videos**



Over **9,000 packages** of crafts and games, Surprises from Sunrise, along with monthly Wheels activities bags have been **sent to our partner hospitals**

LOOKING AHEAD



DOROTHY & IRVING ROSS SUNRISE STUDIOS

Thanks to a generous gift from the Frances Davis Fund, we have officially opened the Sunrise Studios which now assures that we will be able to offer virtual programs alongside our in-person ones, thereby expanding Sunrise's reach into areas of the country – and eventually the world – where children with cancer have no day camp options. In January 2021, we proudly launched the **Sunrise Studios app**, which places the magic of Sunrise into the palms of our children's hands, wherever they may be.

SUNRISE IS WORKING TOWARDS IN-PERSON PROGRAMMING IN 2021

Our talented staff is preparing for in-person camp for the summer of 2021 by implementing rigorous protocols developed by the **Sunrise Association's Medical Task Force** – comprised of our medical directors and medical specialists from Memorial Sloan Kettering and Cohen Children's Medical Center – along with ACA, CDC and NYS guidelines. Additionally, there will be a virtual option for those families whose children cannot attend in-person to ensure that every child can experience the magic of Sunrise.



CORPORATE SPONSORSHIP OPPORTUNITIES



\$50,000

EVENT SPONSOR Recognition on all digital, social media and printed event marketing • 15-second commercial • Prominent recognition during event program • Prominent digital journal ad • Name or logo recognition on event website • Branded item in Party in a Box



\$25,000

ENTERTAINMENT SPONSOR Recognition on all digital, social media and printed event marketing • Premium recognition during event program • Name or logo on celebrity entertainment screens • Premium digital journal ad • Name or logo recognition on event website



\$15,000

PARTY IN A BOX SPONSOR Name or logo included in Party in a Box • Recognition during event program • Platinum digital journal ad • Name or logo recognition on event website



\$10,000

VIEWING PARTY SPONSOR Recognition during event program • Gold digital journal ad • Name or logo recognition on event website

All sponsors \$10,000 and above included on printed invitation. Deadline for inclusion is March 31, 2021

All sponsors \$6,000 and above receive a celebratory Party in a Box

CORPORATE SPONSORSHIP OPPORTUNITIES



\$6,000

CAMPER SPONSOR Recognition during event program • Silver digital journal ad • Name or logo recognition on event website



\$3,000

PRE-SHOW SPONSOR Prominent recognition during pre-show event program • Bronze digital journal ad • Name or logo recognition on event website



\$1,000

SCROLLING SPONSOR Inclusion on sponsor scroll during pre-show event program • Digital journal ad • Name or logo recognition on event website



\$500

DIGITAL JOURNAL AD

All sponsors \$10,000 and above included on printed invitation. Deadline for inclusion is March 31, 2021

All sponsors \$6,000 and above receive a celebratory Party in a Box

www.sunriselive.org

COMMITTEE AND CONTACT



FRIENDS OF SUNRISE & ROCK THE RIVER UNITE FOR A MAGICAL CELEBRATION TO SUPPORT CHILDREN WITH CANCER

EVENT CHAIRS

Hillary & Scott Assael • Michele & Evan Cagner* • Nina & Hal Fetner • Michelle & Harold Morgenstern*
Michelle & Justin Rabinowitz* • Ilene & Michael Weinberg • Elissa & Greg Weinhoff • Tammi & Jason Wild*

AUCTION CHAIRS

Deborah Berro • Morgan Eisenstein

CORPORATE CHAIRS

Raymond Davoodi • Hal Fetner • David Sakhai

ENGAGEMENT CHAIRS

Henie Simon • Karen Weiskopf

PARTY IN A BOX CHAIRS

Allison Fehrenbaker • Brooke Freeman • Ruth Rosenblat

VIEWING PARTY CHAIRS

Franciska Doshi* • Nina Fetner

**Past Honoree*

COMMITTEE AND CONTACT



COMMITTEE

Jill & Zef Abraham
Amy & Jeremy Abramson
Leslie & Alex Arker
Erica & Andrew Baren
Rhonda & Jay Batt
Michelle & Howard Berger
Susan & Daniel Berman
Amy & Jonathan Blau
Stefanie Bower
Ellen & Michael Brown**
Melanie & Brett Cogan
Hillary & Adam Comora
Lainie & Michael Contillo*
Deidre Costa Major
Jackie & Steve Covey
Erica & Scott Donner
Nishat Doshi*
Andrea & Paul Edelman
Jeremy Eisenstein
Nicole & Adam Faber*

Larry Fehrenbaker
Amanda & Michael Feinsod
Debi & Jeffrey Feinstein**
Elizabeth & Matthew Feuer
Beth Stark & Howard Fiddle
Allison & Matthew Fine*
Fern Frank
Eric Freeman
Beth & Jeff Gelles
Jackie & Erik Gershwind
Angela Gillen
Donna & Jonathan Glabman
Elise & Timothy Gold
Vanessa & Scott Goldstein
Natalia & Adam Good
Bonni Gould**
Elizabeth & Paul Greenbaum
Elyssa & Erik Harris*
Andrea & Kenny Heitner
Morry & Julie Kalimian

Marla Kaminsky
Bonnie & Daniel Katz*
Payam & Marisa Kermanian
Lucy Klingenstein
Jennifer & Larry Krasin
Ellen Antonucci & Steven Krieger*
Michelle & David Kroin
Gabe Landau*
Michele & Andy Lazar
Kim & David Levine
Ellen & Jonathan Litt
Randi Marcus
Roseann & Jeff Martin
Sherry Mesh
Vicki & David Miller**
Jill & Eric Miller
Nancy & Steven Mitchell*
Cindy & Scott Musoff
Jennie Ng LoPresto
Elayne & Andrew Peretz

Justin Peterson
Jill Podell**
Rachel Mindick & Gary Podell**
Dori & Jason Prussian
Danielle and Michael Ramin
Randi & Dennis Riese
Michelle & Michael Roberts
Rachel & Michael Rosenberg*
Michael Rosenblat
Sharon & Adam Russ*
Lisa Sakhai
Aurily & Andrew Sandler*
Jacqueline & Jason Sardo
Amy & Matthew Schamroth
Kim & Albert Schenone
Eric Schiff*
Jody & Jason Schwartz
Sheri & Alan Seiler
Joanne & Scott Silverman
Alyssa & Mark Silverstein

Greg Simon
Cynthia & Jay Simoncic
Marni & Brian Sivin
Rebecca Hollander & Jim Smiros
Karen & Rob Sobel**
Bonne & Joseph Soffer*
Karen & Marc Spector*
Allison Spitalny
Farrel & Steven Starker
Blake Breitman & Spencer Stier
Jen & David Stoler
Elise & Glenn Stoller
Laura & Mark Urken
Linda & Cliff Weber
Susan & Andrew Weinberg
Heather & Peter Weinstock
Lindsay Brooke Weiss & Jordan Weiss
Amanda & Daniel Zelouf

**Past Honoree*

***Past Event Chair*

Committee in formation as of January 27, 2021

CONTACT

For more information please contact Bonni Gould, Development Director at (516) 634-4143 or Bonni.Gould@sunriseassociation.org

SUNRISE SMILES



“I forgot I had to take medicine. They made me feel like a regular kid again.”

~Jacob, Age 11



“I love Sunrise Day Camp more than glitter and sparkles!”

~Lilly, Age 6



“Sunrise Day Camp is my happy place.”

~James, Age 11





SUNRISE ASSOCIATION DAY CAMPS ARE CURRENTLY IN THE FOLLOWING LOCATIONS:

- Aurora Day Camp** • *Atlanta, GA*
- Horizon Day Camp** • *Baltimore, MD*
- Sunrise Day Camp** • *Long Island, NY*
- Sunrise Day Camp** • *Pearl River, NY*
- Sunrise Day Camp** • *Staten Island, NY*
- Sunrise Israel–Katz** • *Be'er Sheva, Israel*
- Sunrise Israel–Katz** • *Beit Yehoshuah, Israel*
- Sunrise Israel–Katz** • *Ramat Yochanan, Israel*

The Sunrise Association is affiliated with 36 world-renowned hospitals and pediatric oncology centers.

www.sunriseassociation.org



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