



You are cordially invited to join us for a special evening with NYIT's Honorary Guest

Paul Burrell, RVM

*21 Years of Service to the Queen of England
and Diana, Princess of Wales*

THURSDAY, SEPTEMBER 20, 2012

A Royal Style Gala

NYIT de Seversky Mansion, Old Westbury, N.Y.

6:30 p.m.

You'll feel as though you are dining at a British state function with Her Majesty, Queen Elizabeth II. This Royal Style Gala, featuring a delicious menu based on one served at a grand palace event, includes Paul Burrell's insights and intimate stories about the Royal Family.

\$150 per person

Dress: Sophisticated Cocktail Attire



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FRIDAY, SEPTEMBER 21, 2012

Service Among the Royals

**NYIT Auditorium on Broadway, 1871 Broadway, NYC
5:30 p.m.**

Following a "meet and greet" reception, Paul will speak about his life as a butler at Buckingham Palace, what "service" really means, how it has changed over the years, the lost traditions and importance of etiquette, and more. Aimed at hotel, restaurant, and hospitality professionals, this event is also open to students and the public.

\$75 per person

Dress: Business Attire



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SATURDAY, SEPTEMBER 22, 2012

Style of a People's Princess Buckingham Palace Tea

**NYIT de Seversky Mansion, Old Westbury, N.Y.
11:00 a.m.**

*Enjoy a palace-style tea while Paul Burrell creates a table setting fit for a queen,
arranges a royally grand flower display, discusses etiquette, and shares intimate
details about the Royal Family. (Please wear your favorite fashionable hat!)*

\$75 per person

NYIT's Honorary Guest
Paul Burrell, RVM



*Over the course of 21 years, Paul Burrell rose from member of the Royal household staff to personal attendant to the Queen of England and then butler to the Prince and Princess of Wales. Ultimately, he became the trusted personal assistant and confidante to the late Diana, Princess of Wales. In 2003, he published his autobiography, **A Royal Duty**, a New York Times no. 1 bestseller, which includes his personal account of his Royal service and his close friendship with the late princess, who was arguably one of the world's most popular and beloved public figures.*

"During my 21 years of service to the Queen and the Duke of Edinburgh, and the Prince and Princess of Wales, I have been fortunate to witness the ultimate in stylish and elegant entertaining, from private and intimate family occasions at Sandringham and Highgrove to grand and lavish State Banquets for presidents, kings and queens. My memories of such events have led me to want to share my experiences," Burrell says.

SPONSORSHIP OPPORTUNITIES

Buckingham Palace Sponsorship

\$30,000 · Presenting Sponsor

Back cover journal ad (full page, color) · Private reception with Paul Burrell

Private photo with Paul Burrell

6 VIP tickets to A Royal Style Gala, seated at Paul Burrell's table

6 VIP tickets to Service Among the Royals

6 VIP tickets to Style of a People's Princess—Buckingham Palace Tea

Inclusion in press release / media coverage · Special thank you gift

Display banner · Recognition in journal

Windsor Castle Sponsorship

\$10,000 · Associate sponsor

Full-page inside back or inside front cover journal ad (color)

4 VIP tickets to A Royal Style Gala

4 VIP tickets to Service Among the Royals

4 VIP tickets to Style of a People's Princess—Buckingham Palace Tea

Inclusion in press release / media coverage · Special thank you gift

Display banner · Recognition in journal

Balmoral Castle Sponsorship

\$5,000

Full-page journal ad (color)

2 VIP tickets to A Royal Style Gala

2 VIP tickets to Service Among the Royals

2 VIP tickets to Style of a People's Princess—Buckingham Palace Tea

Display banner · Recognition in journal

Kensington Palace Sponsorship

\$2,500

Full-page journal ad (b/w) · 2 VIP tickets to A Royal Style Gala

2 VIP tickets (to your choice of either)

Service Among the Royals or Style of a People's Princess—Buckingham Palace Tea

Recognition in journal

Highgrove House Sponsorship

\$1,200

Full-page journal ad (b/w) · 2 VIP tickets to A Royal Style Gala · Recognition in journal

A ROYAL EXPERIENCE WITH PAUL BURRELL AT NYIT
JOURNAL ADVERTISING

MATERIAL DEADLINE: SEPTEMBER 5, 2012

_____ agrees to a contribution of \$_____

Circle ad size below for an ad in the journal.

4-Color Rates

Back Cover	\$2,500
Inside Covers (front/back)	\$2,000
Full Page	\$950

Black & White Rates

Full Page	\$650
Half Page	\$350
1/4 Page	\$200
1/8 Page	\$100

Name / Company Name_____

Telephone Number_____Email_____

Address_____

Ad Copy Contact_____

Solicited by_____

Make checks payable to: New York Institute of Technology

Mailing address to send checks:

Sponsorship: A Royal Experience at NYIT
Office of the Vice President of Financial Affairs
New York Institute of Technology
P.O. Box 8000, Old Westbury, NY 11568-8000

For ad size specifications and mechanical requirements,
visit website: nyit.edu/deseversky

TICKETS / METHOD OF PAYMENT

Company / Name _____

Address _____

City / State / Zip _____

Day Phone _____ Email _____

____ Yes, I would like to be a sponsor at _____ level

Please reserve ____ Tickets at \$150 each for the Royal Style Gala

Please reserve ____ Tickets at \$75 each for the Service Among the Royals

Please reserve ____ Tickets at \$75 each for the Style of a People's Princess
Buckingham Palace Tea

Unable to attend, but would like to make a tax-deductible donation \$ _____

Enclosed is my check for \$ _____ payable to NYIT

Charge \$ _____ (circle one) Visa Mastercard Amex

Card Number _____

Exp. _____ 3/4 security code _____

Cardholder's Name _____

Signature: _____

For more information or to provide credit card payment via phone,
please call 516.686.7676 or email cevents@nyit.edu